
Ministry of Business,
Innovation & Employment

October 17
2019

Tourism Data Hui

Playback document



Executive summary

The Tourism Sector has an ambition to better manage and use its data to support decision making at the national, regional and local levels. A Tourism Sector data system is required that is sustainable and dynamic, and serves a wide variety of public and private organisations. To this end, a Data Hui was called for by the Minister on Thursday, 17th October in Wellington. This document captures the day on the 17th of October in chronological order along with an appendix containing the opportunities/solutions and next steps canvases.

Invitations were sent to a wide range of tourism sector representatives, including industry, central and local government, and research and data providers. Participants had varying experiences, backgrounds and specialties, but all had a common interest in seeking an improved system whereby they would be able to advance both their respective organisational goals and the sector in general. It was important that all these individuals had a voice and were able to share their perspective and be involved in the process.

Prior to the hui, they received a “Conversation Starter” to provide context on ideas that they would like to discuss and share. This helped generate conversations and created a shared focus to deliver the Hui’s goals.

At the hui, attendees were spread amongst different tables to solicit the varying perspectives and ideas across the diverse audience. In the morning they listened to a variety of speakers and through the day participated in activities with their industry peers. It allowed them to share and be open on addressing their needs and even make offers into the data system. Together, they identified opportunities and started talking about some of the solutions that could be used to improve the data system.

At the end of the hui, started talking about some of the solutions that could be used to improve the data system. Many participants felt that they were part of the process and had a say of what that system would look like. It was an enriching experience and aimed to ensure a stronger sense of confidence in moving forward, together, to the next stage in building the tourism data system.

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Opening and setting the scene

Minister Davis & Eileen Basher



Purpose

TOGETHER, SET THE
PATH TOWARD A COLLABORATIVE
DYNAMIC TOURISM DATA SYSTEM
THAT GENERATES VALUE

Objectives

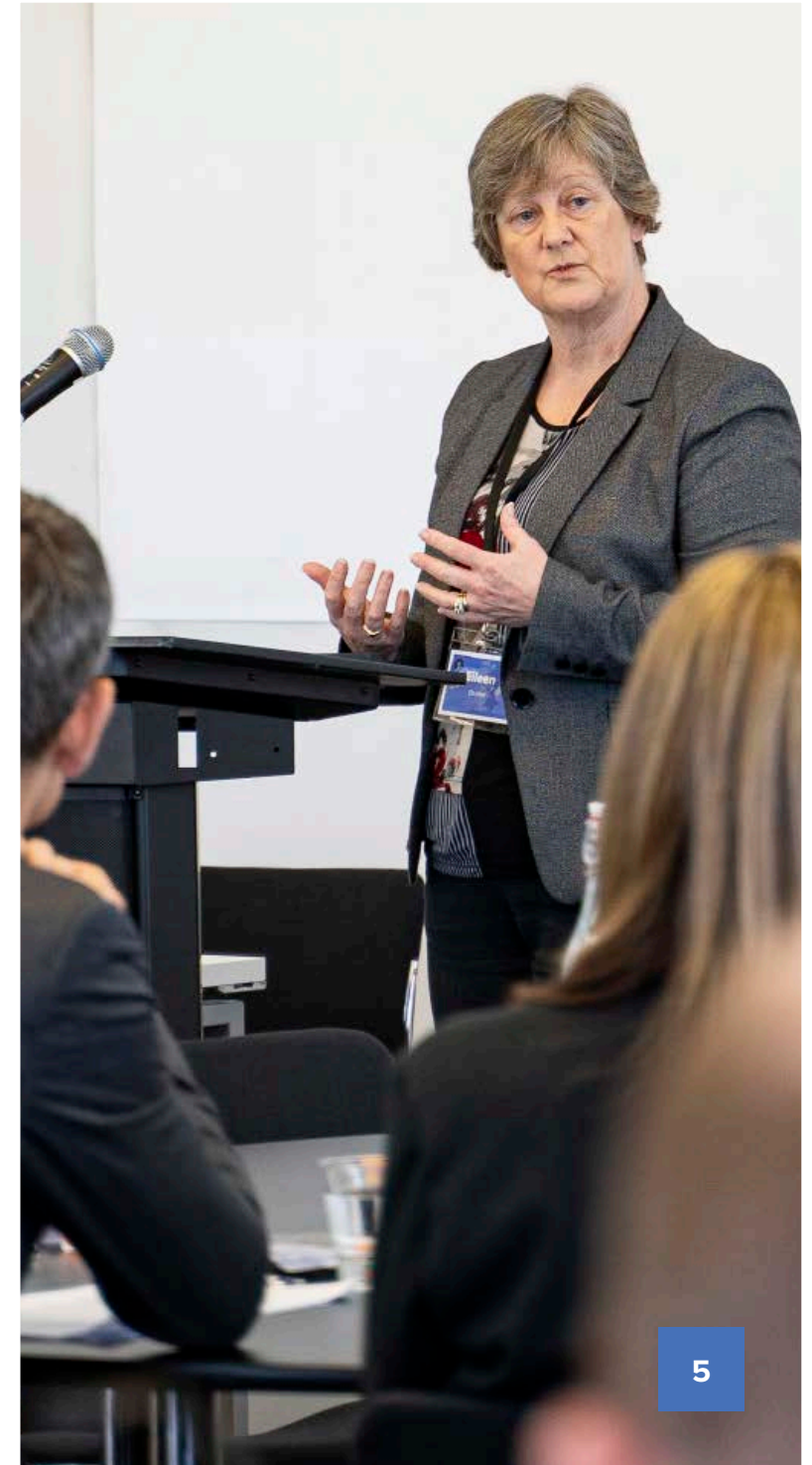
TOGETHER WE WILL:

1
UNDERSTAND the
CURRENT TOURISM DATA
LANDSCAPE

2
CREATE A PICTURE
OF A FUTURE TOURISM
INFORMATION & DATA SYSTEM

3
COLLABORATE on WHAT
WE MAY NEED & WHAT WE
CAN OFFER IN THIS
SYSTEM

4
DEVELOP MUTUALLY
BENEFICIAL INITIATIVES



Minister-Davis

2 SOLUTIONS FOCUSED HUI
↓
BOLD **BIG**
↓
PUT YOUR THINKING HATS ON

TODAY WE HAVE A RARE OPPORTUNITY TO WORK TOWARD LONG LASTING CHANGE

4M TRAVELERS COME TO NZ EVERY YEAR

THINK TODAY ABOUT WHAT A FUTURE DATA SYSTEM COULD LOOK LIKE & HOW YOU & YOUR ORG COULD CONTRIBUTE



STRATEGIC DISCUSSION

LEVERAGE EVERYONES PERSPECTIVE

BUILD COLLABORATION & THE DATA SETS WE NEED

20.6% OF OUR TOTAL EXPORT IS TOURISM!

THIS REQUIRES GOOD DATA TO UNDERPIN IT!

A FUTURE SYSTEM WOULD HAVE TO BE MANAGED IN A COLLABORATIVE WAY



2025 & BEYOND... BETTER DATA & INSIGHTS!

TODAY IS ONE STEP ON THE PATH TO BUILDING THE DATA SYSTEM

Setting the scene WITH Eileen

CONSIDER THE GLOBAL TRENDS
SUSTAINABILITY FOR EXAMPLE!
TOURIST SPEND DATA!

PERSONAL DATA
PEOPLE ARE BECOMING AWARE OF THIS!



SURVEYS BECOMING A LAST RESORT
WILLINGNESS TO PARTICIPATE DECLINING!
DISRUPTIVE TECH
NOTHING IS OFF THE TABLE!

TODAY IS A WORKING SESSION, MAKE THE MOST OF THE OPPORTUNITY!

THIS ISN'T A BIE LEAD
WE WANT EVERYONE TO ENGAGE
& LISTEN TO OTHER PERSPECTIVES

TODAY THINK ABOUT THE SYSTEM AS A WHOLE & FROM THE PERSPECTIVE OF YOUR ORG.

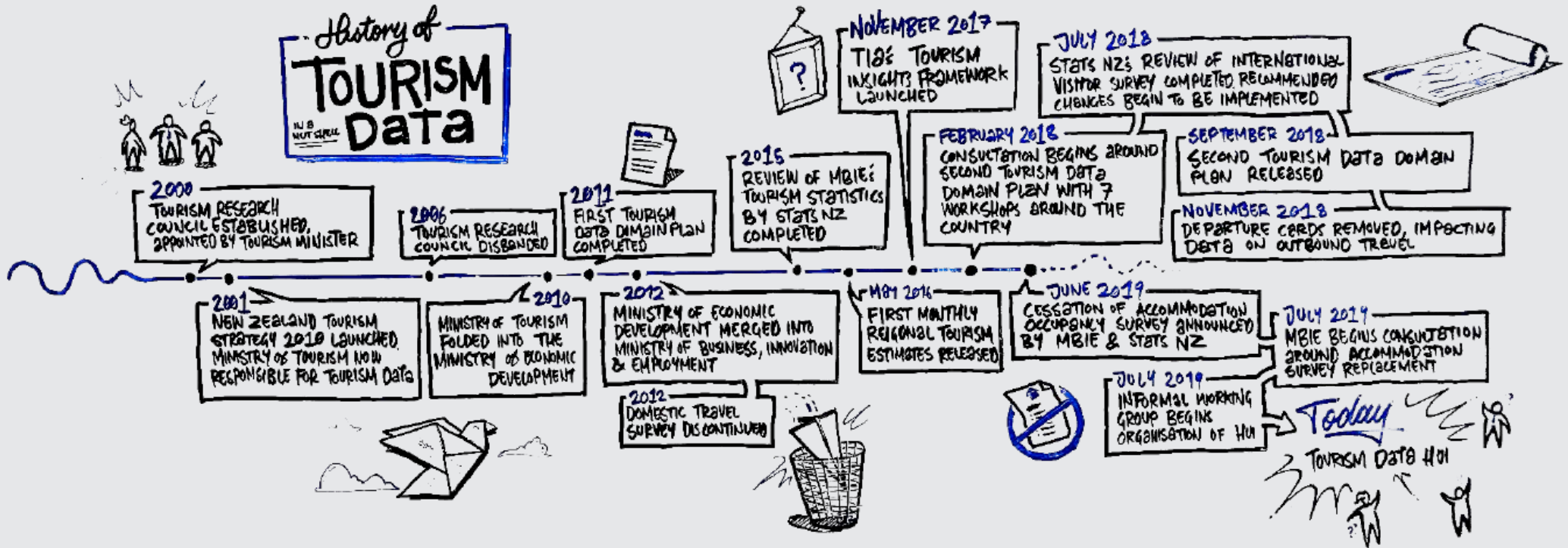
WE WANT YOU TO CHALLENGE ANY OF THE IDEAS IN THE CONVERSATION STARTER PACK.

HOW WE COLLABORATE & WHAT WE CAN BRING...
NOT JUST DATA!

THERE IS NO TELLING WHERE IT WILL POP UP NEXT

History of TOURISM Data

IN A NUTSHELL



What brought us here & next stage

Chris Roberts & Colin Lynch



Chris Roberts

Colin Lynch

QUALITY TRUSTED DATA IS ESSENTIAL
 THE ENVIRONMENT IS OUR MOST VALUABLE ASSET
 COMMUNITIES HOST OUR VISITORS

DEVELOPING A SYSTEM IS CHALLENGING...
 AGREEMENT OF FRAMING & COMMON VIEW OF WHERE WE'RE HEADING!

PRACTICAL & PRAGMATIC
 PRACTICAL EXPERIENCE MAKES ALL THE DIFFERENCE

TWO VIEWS
 WIDE & AMBITIOUS
 PRACTICAL & PRAGMATIC

WE DO NOT BELIEVE WE HAVE GREAT DATA

TODAY WE WANT TO EXTRACT THESE VIEWS.

DATA, NEEDS TO BE USED BY PEOPLE TO MAKE DECISIONS

- HOW HAS IT HELPED?
- INVESTMENT DECISIONS
- INFRASTRUCTURE DEVELOPMENT
- THE DEVELOPMENT OF NEW PRODUCTS / SERVICES FOR CUSTOMERS / STAFF.

SOMETIMES YOU JUST NEED TO MAKE DATA MORE ACCESSIBLE

OR JUST THE MANAGEMENT OF DATA

WE DON'T THINK THAT THE PROVISION OF TOURISM DATA HAS KEPT UP

THIS IS A CHANCE TO COLLABORATE ON A BETTER DATA SYSTEM

YOU CAN STAND IN THE SAME PLACE & GET MANY DIFF. VIEWS

STAND BACK, TAKE MANY VIEWS
 OPEN HEART, OPEN MIND

WHAT ARE THE NEW DATA SOURCES?

OR HOW ARE YOU USING EXISTING SOURCES BETTER?

JOINING DATA

WHERE HAVE YOU CONNECTED MULTIPLE SOURCES

THERE ARE NEW & EXCITING WAYS TO COLLECT & DISPLAY DATA

WHO IS THE HUMAN THAT WILL USE THIS DATA?

WHAT ARE THE SUCCESSES OF THE LAST 10 YEARS THAT WE CAN BUILD ON?

OR FAILURES?

COMMERCIALISATION OF DATA

DATA ANALYSIS CAPABILITY
 IT'S A SMALL FISH POND, WHAT KNOWLEDGE / CAPABILITY

WE'VE TRAVELED A BUMPY ROAD TO GET TO THIS POINT...

WE MUST MAKE SURE THE NECESSARY STEPS ARE IN PLACE

HOW CAN WE USE TECHNOLOGY?

HOW WOULD I EXPLAIN THE SYSTEM TO SOMEONE ELSE?

WOULD IT MAKE SENSE?

HOW DO YOU THOUGHT ABOUT PRIVACY & SECURITY

HOW DO YOU NEED DATA SHARED WITH YOU?

WHAT LESSONS COULD YOU SHARE ABOUT THIS?

DATA SECURITY?

SUSTAINABILITY?
 - HOW DO YOU GET A 20, 30 or 40 YEAR VIEW?

Your picture of the future

Your visualisation of what a good Tourism Data System might look like.

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

invasive collection of quality data
- visitor, S, rights activities, origin, destination, employment, events, collection

filter tools for users to search and cross reference to find their relevant data/way

graphs & visuals to use in reports plans etc.

Extra informed TD, Business & community to anyone can understand

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

Quant. National/Regional Level
Qual. Satisfaction Expectations Values

BASE
Good quality data collections
Website, System, Arrival, VIS, CAM

ANALYSIS
Try to use things in a new way

HOW TO USE
Help for users

TSA

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

UN SDG INCLUSIVE

TAMING BUSINESS
Start up date

VISUALS
- SE PERFORMANCE
- Length of stay
- Profile

INSTRUMENTAL

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

WORLD-LEADING + ROBUST DATA SYSTEM

THOUGHTFUL + USEABLE INSIGHT, ANALYSIS + FORECAST

HAPPY PEOPLE!
- Communities, Customers, Needs + Visitors

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

DYNAMIC ONE SOURCE

Government data
Industry data
Business insight
Data/research insights IN

Business data
Tourism sector data (in conference, crisis)
Regional/community level data
National level data

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

INSIGHTS
CONSUMER
ECONOMY
COMMUNITARIAN

1-stop shop
Collaboration

Funded by IVL

TECHNOLOGY

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

CONSUMER PREFERENCES

CONSUMER DELIVERY

IMPACT

IMPACT

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

DATA
INFORMED DECISIONS
IMPACT

GVMIT RESEARCH INSTITUTIONS

COOPERATION TOURISM INDUSTRY

VISITOR SATISFACTION RETENTION
VISITORS RETAINING NEW VISITORS MEMORIES

EXPERIENCES

VISITORS DAO

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

ANALYTICS

DATA SOURCES
- REAL TIME
- HISTORICAL
- MULTIDIMENSIONAL

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

DATA SOURCES

ANALYSIS

CONSUMERS

RESOURCES

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

ACCURACY
SCALE
RESOLUTION

EXPERIENCE
OPT IN

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

GPS
GPS

EXPERIENCE
OPT IN

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

VALUE OF DATA/INSIGHT

INDUSTRY DATA

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

Domestic
International

Motivations
Behavioural Measures

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

Domestic
International

Motivations
Behavioural Measures

What does good look like?
Using this space draw and describe what a good tourism data system looks like! What are its key features and why are they important - call those out!

Community Conditions

Licence to Operate



need to be accounted for. knowing TUV is grateful accounting can inform investment, infrastructure decisions.

- Companies with other accm Industrie
- Planning

BEING A VIABLE TOURISM DESTINATION

• MORE SUSTAINABLE

• Better understanding of sector on Econo
• Involvement of sector

What are your needs

What does your organisation need from this system and why?

Is the information/data needed

Operational Strategic

The area it relates most closely to

Communities Environment
 Economic Visitors

Is the information/data needed

Operational Strategic

The area it relates most closely to

Communities Environment
 Economic Visitors

Is the information/data needed

Operational Strategic

The area it relates most closely to

Communities Environment
 Economic Visitors

Is the information/data needed

Operational Strategic

The area it relates most closely to

Communities Environment
 Economic Visitors

Need card

Information/data our organisation needs

WHAT COMMUNITIES WANT/DON'T WANT FROM TOURISM

Why we need it

TO MAKE INFORMED DECISIONS AROUND HOW WE MANAGE PLACES COLLECTIVELY

Is the information/data needed

Operational Strategic

The area it relates most closely to

Communities Environment
 Economic Visitors

Need card

Information/data our organisation needs

VISITOR FLOW - DOMESTIC - INTERNATIONAL

Why we need it

- CUSTOMER JOURNEY INSIGHTS
- DISPERSAL
- OPPORTUNITIES

Is the information/data needed

Operational Strategic

The area it relates most closely to

Communities Environment
 Economic Visitors

Need card

Information/data our organisation needs

VISITOR NIGHTS + SPEND

Why we need it

Understanding of regions tourism offering, value to local economy, impact of local tourism investment.

Is the information/data needed

Operational Strategic

The area it relates most closely to

Communities Environment
 Economic Visitors

Need card

Information/data our organisation needs

Positive + negative effects on our communities of tourism (both domestic + international)

Why we need it

- To understand pressure point on communities + social licen
- To identify opportunities to reduce strains on communitie + opportunities to affect positive impacts of visitors.

Is the information/data needed

Operational Strategic

The area it relates most closely to

Communities Environment
 Economic Visitors

Need card

Information/data our organisation needs

Extended mood & nation monitor - Social licence to

Why we need it

Is the information/data needed

Operational Strategic

The area it relates most closely to

Communities Environment
 Economic Visitors

Need card

Information/data our organisation needs

Regional Community data (Expand Mood of the Nation)

Why we need it

Better understand NZ social licence and where work needs to be done to improve/restore

Is the information/data needed

Operational Strategic

Need card

Information/data our organisation needs

VISITOR FLOW INFO

Why we need it

UNDERSTAND BETTER PINCH POINTS/OPPORTUNITIES INFRASTRUCTURE CHALLENGES

Is the information/data needed

Operational Strategic

Need card

Information/data our organisation needs

Community Well-being measures (qual + quant) + regional level + longitudinal

Why we need it

- Better understand how communities benefit/ could benefit more from tourism
- Predict when communities may be reaching "tipping points" in tourism growth + investigate what

Is the information/data needed

Operational Strategic

Need card

Information/data our organisation needs

(JUST IN TIME) VISITOR FLOW DATA

Why we need it

- Tourism Planning - Regional Econ Dev
- Business request
- Risk mitigation: - Natural Disasters, Human Animal Disease Pandemic - Carbon Reporting

Is the information/data needed

Operational Strategic

Need card

Information/data our organisation needs

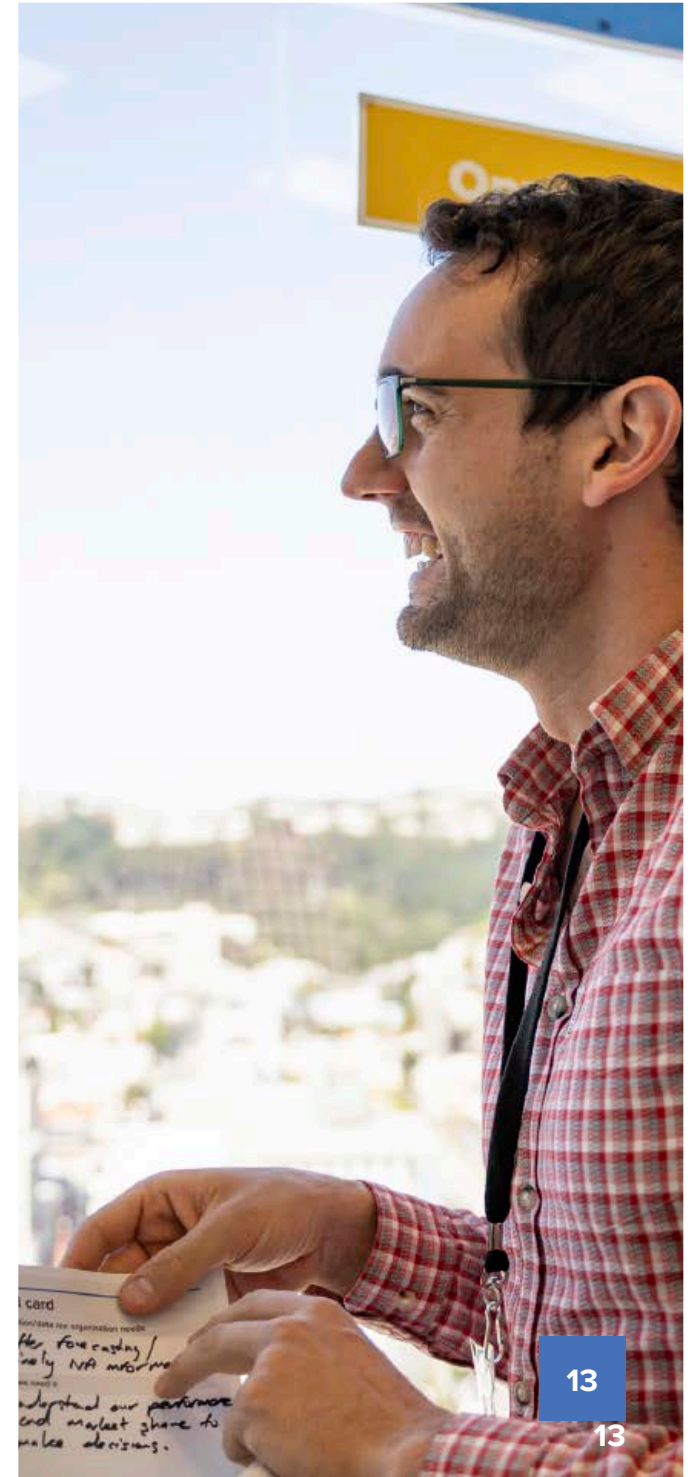
What drives negative perspective

Why we need it

- address issues
- predict & react
- prevent Tourism; the res

Is the information/data needed

Operational Strategic



Bus stops

Stories from across New Zealand where data is being created, shared and used in different ways.

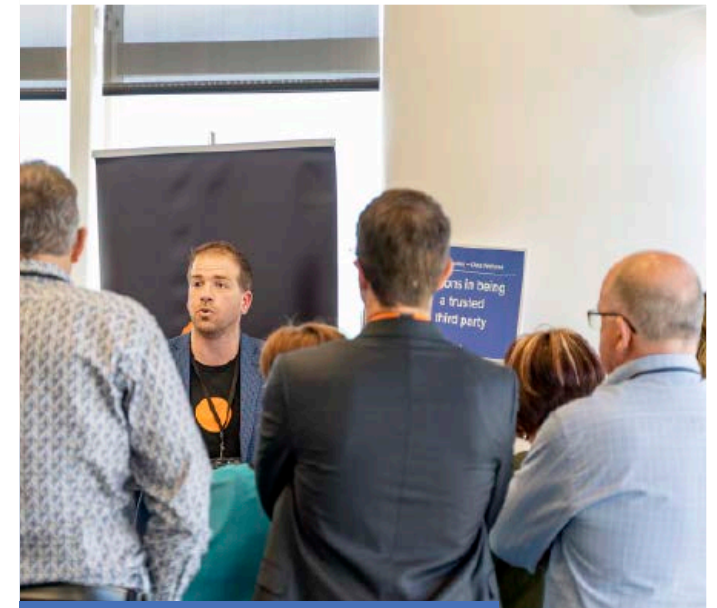




Possibilities with GPS data
Adam Hutchinson, CampMate



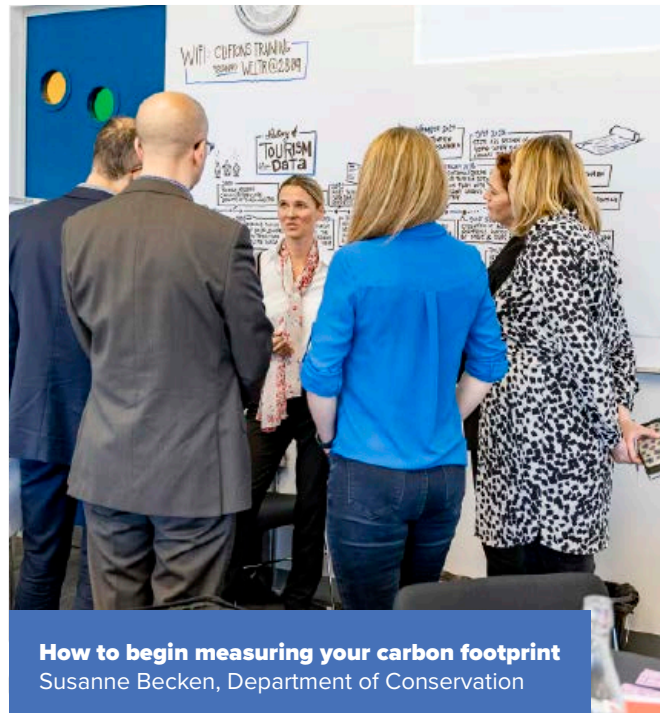
Collaborating for better insights
Michelle Templer, Rotorua NZ



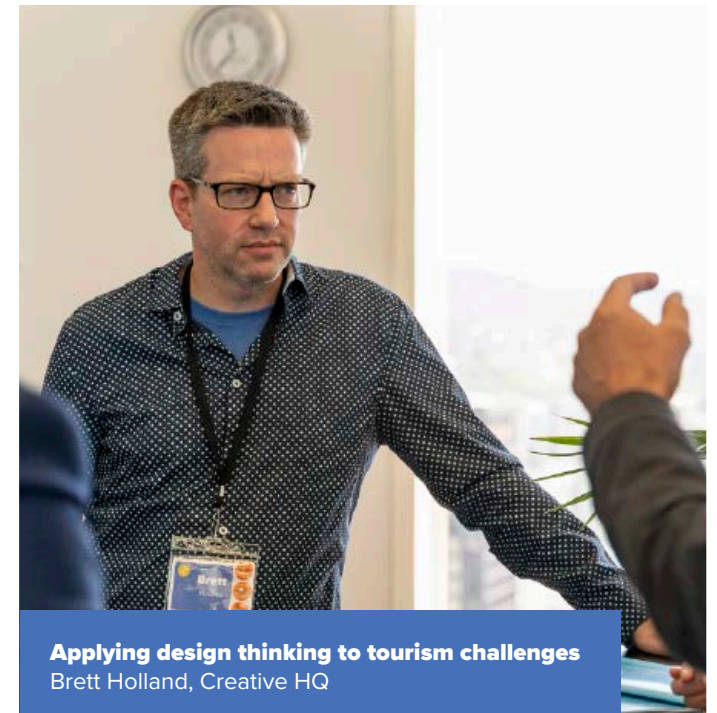
Lessons in being a trusted third party
Drew Broadley, Data Ventures



The power of data in operational and strategic decision making
Les Morgan, Sudima



How to begin measuring your carbon footprint
Susanne Becken, Department of Conservation



Applying design thinking to tourism challenges
Brett Holland, Creative HQ

What you can offer

What could you and your organisation offer to a Tourism Data system?

Coordinating host issues eg venues, facilitation

Providing connection and facilitation

Not sure if this way to offer this sharing via presentation to selected audience

- time - saving - support

Not sure if this way to offer this sharing via presentation to selected audience

We could only offer this if

Same Question

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

Organisation name *CCDC*

We could only offer this if

Restrictions on commercial sensitivities

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

Organisation name *Air NZ*

We could only offer this if

leads to improved insights

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

Organisation name *Destination Rotorua*

We could only offer this if

Restrictions on commercial sensitivities

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

Organisation name *Air NZ*

startups and innovators you solve some of your issues

Lightning Lab Tourism programmes we

in return with edge and connections

we could offer this

Creative HQ

holland@creativehq.co

Offer card

We could offer

DATA GOVERNANCE

How we could offer this

ADVICE, FRAMEWORKS, MAPPING, IMPLEMENTATION

We could only offer this if

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

Organisation name *SYNTRONICS / GOVWORKS*

Advice on space design for Convention/Business Events Space

In person, site visit or review of plans

asked

Offer card

We could offer

Advice on space design for Convention/Business Events Space

How we could offer this

In person, site visit or review of plans

We could only offer this if

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

Organisation name *CMB*

Connections/introductions to Māori tourism + primary sector businesses who are very keen to get better data

Via our relationships + connections with Māori business in tourism + primary sectors.

you contact us at NZ Māori Tourism.

Offer card

We could offer

Connections/introductions to Māori tourism + primary sector businesses who are very keen to get better data

How we could offer this

Via our relationships + connections with Māori business in tourism + primary sectors.

We could only offer this if

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

Organisation name *NZ Māori Tourism*

Demographic/psychographic/behavioral profiles of visitors to protected natural areas

Access to existing and expanding datasets at destination, regional + national scales

Offer card

We could offer

Demographic/psychographic/behavioral profiles of visitors to protected natural areas

How we could offer this

Access to existing and expanding datasets at destination, regional + national scales

We could only offer this if

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

Organisation name *DOC*

A place and pro bring together key build solutions for

The Lightning Lab programme - April 2024

You give your other innovators with and connections

Offer card

We could offer

A place and pro bring together key build solutions for

How we could offer this

The Lightning Lab programme - April 2024

We could only offer this if

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

Organisation name *Creative HQ*

Design Expertise for end-to-end tourism data system.

Through SMEs standards, protocols, SOPs

Offer card

We could offer

Design Expertise for end-to-end tourism data system.

How we could offer this

Through SMEs standards, protocols, SOPs

We could only offer this if

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

STAY STATISTICS NATIONALITY OCCUPANCY, GUEST NIGHTS, YIELDS

VIA A COMBINED ACCOMMODATION MONITOR

ALONGSIDE BROADEN INDUSTRY INPUT

Offer card

We could offer

STAY STATISTICS NATIONALITY OCCUPANCY, GUEST NIGHTS, YIELDS

How we could offer this

VIA A COMBINED ACCOMMODATION MONITOR

We could only offer this if

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

Extend availability of our international insights

Following TNZ report recommendations we could add depth/breadth/regularity to how we share our insights

Additional resource was provided/secured

Offer card

We could offer

Extend availability of our international insights

How we could offer this

Following TNZ report recommendations we could add depth/breadth/regularity to how we share our insights

We could only offer this if

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

Future capacity -> by route

Not sure -> it is available by airline schedule but that is not easy to access

- twice a year - once it is public only (in yds)

Offer card

We could offer

Future capacity -> by route

How we could offer this

Not sure -> it is available by airline schedule but that is not easy to access

We could only offer this if

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years

CRUISE SHIP SCHEDULES

- Website

- Spreadsheet

- Personal connection

Once PRO QVO - involved in how/when it is used to ensure accuracy

updated regularly

Offer card

We could offer

CRUISE SHIP SCHEDULES

How we could offer this

- Website

- Spreadsheet

- Personal connection

We could only offer this if

The likelihood that we could offer this

Definitely can't Absolutely can

How soon

Today! In five years



What is the opportunity?

Working in groups, identify & share the opportunities that exist, bridging between the needs & offers.

NATIONALLY DESIGNED RESEARCH PROGRAMMES THAT CAN BE IMPLEMENTED LOCALLY

(VI) What visitors want/expect (TNZ)
 (VII) What they did (DOC track counter, camper mats GPS event data, booking data, THL telematics, attractions data)
 B. Visitor ratings & satisfaction (IWS) - 3rd party research to be delivered via book

A trusted data broker that can gain access to data not normally available. At the same time, giving access to the data

The opportunity here is
 ... to prototype and ... to determine ... for the data and ... it would have ... to prioritise effort

The offers that it is supported by?
 Tech support
 Hosting

The opportunity here is
 COLLECT, MANAGE + ANALYSE DATA BETTER, SHARING CAPABILITY & CAPACITY → frameworks → tools → platforms
 CO-ORDIN + COHESION

If applicable, what are

The needs it meets?
 DATA SYSTEM, LICENSE, INFRA., OR.

The offers that it is supported by?
 SYSTEM BUILDING, DATA CAPABILITY, LICENSE, SHARING

The opportunity here is
 BUILDING A COMPREHENSIVE PICTURE OF WHAT OUR VISITORS ARE LOOKING FOR/HAPPY WITH → GIVING OUR TOURISM INDUSTRY INVALUABLE DATA ON WHAT TO CATER FOR

If applicable, what are

The needs it meets?
 A SERIOUS SHORTAGE IN INFORMATIVE DATA

The offers that it is supported by?
 THE HOPEFULLY ALL OF THEM

The opportunity here is
 - Differing levels of granularity
 - One central location
 - Easy to find/use.
 - Own specific website.

If applicable, what are

The needs it meets?
 Accessibility

The offers that it is supported by?

The opportunity here is
 ... data driven plan that ... tourism sector to move more ... become carbon neutral. ... to meaningful data business, and travellers can make better ...

The offers that it is supported by?
 All of them

The opportunity here is
 Develop data/research needs 'market place' that is shared with grad/under-grad programs → linking suitable students to research needs

If applicable, what are

The needs it meets?
 Broader data (small + qualitative) Student experience/training.

The offers that it is supported by?
 Tertiary Sector...

The opportunity here is
 methodology/model to 'join up' existing datasets

If applicable, what are

The needs it meets?

The offers that it is supported by?
 capability / system

The opportunity here is
 To deliver a quality experience to visitors + to be a perfect host locally / regionally / NZ Inc

If applicable, what are

The needs it meets?
 LOOKING AFTER GOOSE THAT LAYS THE GOLDEN EGG (SUSTAINABILITY)

The offers that it is supported by?
 Data / flows / insight

The opportunity here is
 ... discover data links from ... of different sources ... of it ... be complementary

The opportunity here is
 Data ecosystem - Shared Framework Map and bring together Central / Local govt industry / private

If applicable, what are

The needs it meets?
 Awareness +

The offers that it is supported by?
 System Building

The opportunity here is
 Planning infrastructure Invest^m to meet demand

If applicable, what are

The needs it meets?
 Inform infrastructure

The offers that it is supported by?
 LA Historic

The opportunity here is
 'Central Clearing House' - where data/knowledge demands can search for a supply - brokerage role/function

If applicable, what are

The needs it meets?
 Awareness +

The offers that it is supported by?
 System Building

Visitors

Opportunities



What are the potential solutions

Working in smaller teams, take the most impactful opportunities and further elaborate on them to build out solutions.



Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

- Joint industry & Govt
Formalised through a Trust
Put together all offers, seek others & promote - Funded via IVL.

4) What might make this difficult or easy?
What barriers might exist or what emerging technologies or trends might enable it?
- Govt vs Industry - Politics -
+ Industry supported.
o Trust +
+ Funding.

5) Who would be responsible to deliver this?
In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.

TIA / M&IE / Stakeholder - Governance
Trust - Govt
Adv. Council = Industry + M&IE Senior People
TNZ
+ staff. Insights mgr

Industry + Govt - (TNZ, M&IE, SNZ)

Canvas contributors:
M&IE TNZ YHA CIVZ

Voting space: M&IE, TNZ, YHA, CIVZ

Solution canvas

1) What is the solution/opportunity?
① more accurately predict visitor expectations/low drivers and respond quickly / more efficiency in terms of the visitor experience
② Understanding visitor behaviour - better planning, infrastructure and better experience
③ Better understanding of ~~any~~ perception versus reality = better planning

2) What are the expected benefits/outcomes from this opportunity?
Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?
- Better planning
- Happier customers
- More spend / higher profit
- Better performing businesses
- Less investment risk
- More clarity + confidence in decision-making
- Happy employees
- Happy best communities

3) What costs might exist?
Consider the work, what resources would be needed? How long might it take?
- Data costs
- Research costs
- Development costs

4) What might make this difficult or easy?
What barriers might exist or what emerging technologies or trends might enable it?
- GPS/app-based data (enabler)
- Commercial confidentiality (barrier)
- Coordinated work/cooperation (barrier)

5) Who would be responsible to deliver this?
What parties need to be involved? What are the collaboration opportunities?
M&IE Centralised research body focused on delivering connected data system

5) Who would need to be involved?
In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer:
- Govt
- Industry
- Data owners
- Researchers

Canvas contributors:
M&IE, TNZ, YHA, CIVZ

Voting space:
M&IE, TNZ, YHA, CIVZ

Solution canvas

1) What is the solution/opportunity? PROJECT CONSISTENCY.
- Review defn's across tourism system
- Assess defn's against new technology
- Guidelines for data collection and dissemination
- Key data that is always collected to match to central stat

2) What are the expected benefits/outcomes from this opportunity?
Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?
- More consistency across tourism data sets.
- Ability to upweight sample studies to population stats.
- Best practice approaches to data collection.
- Collab information widely across the industry.

3) What costs might exist?
Consider the work, what resources would be needed? How long might it take?
- Time/resources/collaboration to determine defn + equate lines.

4) What might make this difficult or easy?
What barriers might exist or what emerging technologies or trends might enable it?
- Fitting changes and broad acceptance when data is already being collected



Next Steps

- As we move forward what must, should, could and won't we do to ensure we are successful. Think about some of the practical dimensions of a system:
- Governance/stewardship
 - Data sharing/provision
 - Resourcing
 - Co-funding

Next steps

With your table, looking back at your original picture, consider how might the solutions set us on the path forward.

Must do
 id & lag
 ta sets
 cast &
 oric
 sets
 A
 'one

clear about
 at the proble
 that the da
 categorise short, med, long term.

ould do
 framework that works
 across visitor types
 (both domestic & international).

ould do
 tourism flows data to
 form risk eg. biodiversity,
 health, disaster response

Won't do
 > Set up a database for the
 sake of it. AKA data
 because the data is available.

Next Steps

- As we move forward what must, should, could and won't we do to ensure we are successful. Think about some of the practical dimensions of a system:
- Governance/stewardship
 - Data sharing/provision
 - Resourcing
 - Co-funding

Must do
 * Set up Governance ^{strong coordination component + resourcing}
 ↳ Market failure (everyone wants data aren't willing to provide)

Should do
 * Move forward → continue discussions w/ stakeholders of other voices eg. com. gov. + CRIS environment
 Refine Priorities
 * early win!
 ↳ online space
 Politics? federated directory

Could do
 * lead the world w/ evidence-based tourism.
 * Show sustainability commitment to the world

Won't do
 * Perfection!
 * No results.
 * Politics
 * Short term thinking.
 * Not just w/ "we" need
 * Forget Te Ti

Next Steps

- As we move forward what must, should, could and won't we do to ensure we are successful. Think about some of the practical dimensions of a system:
- Governance/stewardship
 - Data sharing/provision
 - Resourcing
 - Co-funding

Must do
 Establish a governance model - Government/public agencies
 - Private enterprise
 - Community based gov.
 - Academic needs data systems impact
 Institutional form → multi stakeholder / partnership model.

Should do
 - Identify data priorities
 - create definition & guidelines
 - data collection / community rigour.
 - Establish a funding model
 plw ↳ data sharing framework.
 ↳ skills "
 Encourage service provider collaboration
 Fast track technology solutions

ould do
 Improve an existing international best practice ^{and lead}

Won't do
 ① No → 3 year plan
 ② No 1 year plan
 ③ Have no plan

Next Steps

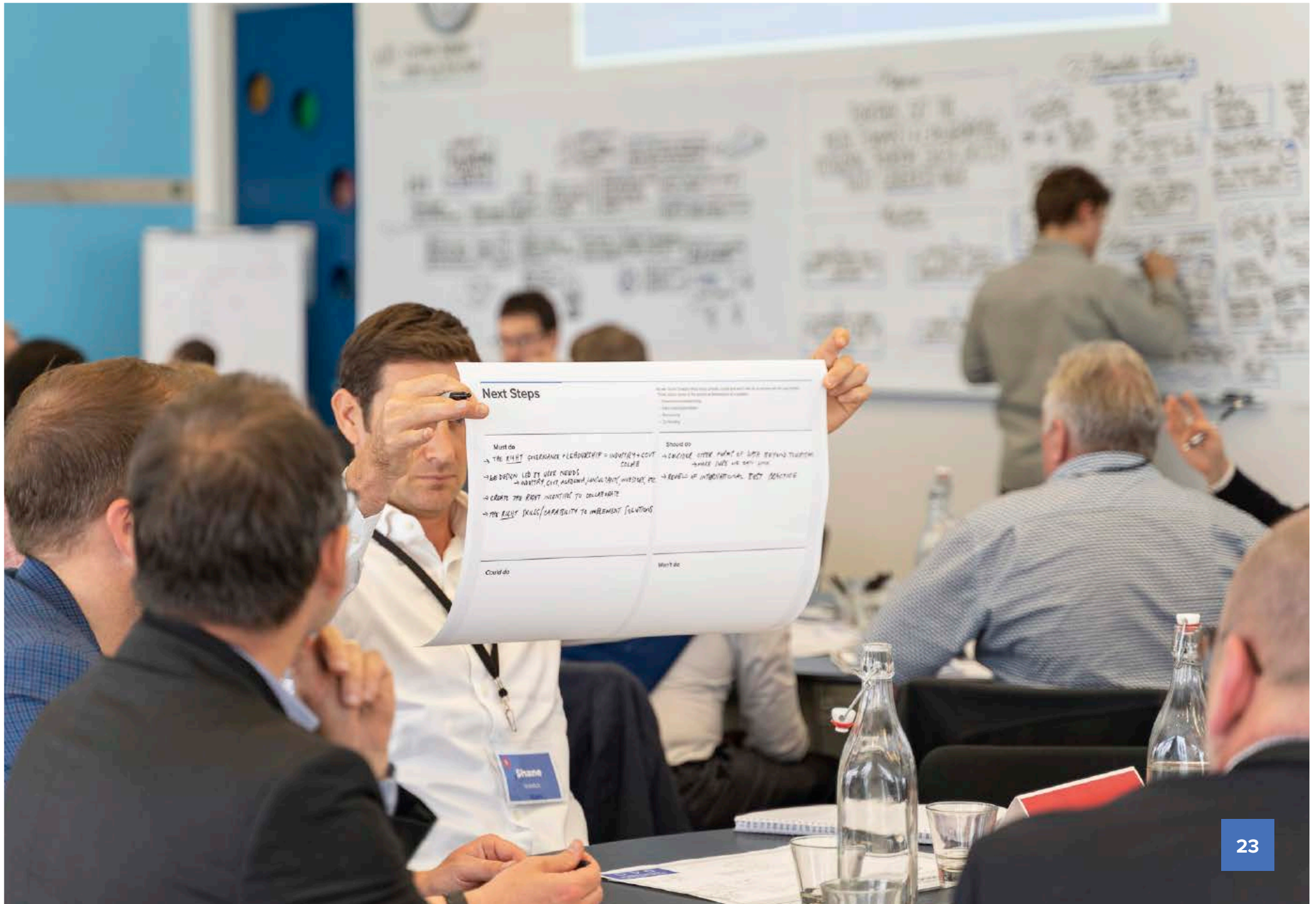
- As we move forward what must, should, could and won't we do to ensure we are successful. Think about some of the practical dimensions of a system:
- Governance/stewardship
 - Data sharing/provision
 - Resourcing
 - Co-funding

Must do
 Establish collaborative mechanism - formal / TIC
 [Insight leadership; with others]
 IUL funding; co-invest in industry
 Sustainability / system change data sets
 Stds/central portal for data: joining it all up

Should do
 specific projects sit within that framework
 pick top 4-5
 - Host first at local level

Could do
 Rapid proto-typing.
 quick wins to build confidence

Won't do
 Don't let perfection get in the way of
 Everything
 stick "Interesting" stick to value generation - across wellb



Next Steps

- | | |
|---|---|
| Must do <ul style="list-style-type: none">→ THE RIGHT CHAIRMAN + LEADERSHIP = INDUSTRY + GOVT COLLAB→ BE DRIVEN BY USER NEEDS<ul style="list-style-type: none">→ INDUSTRY, CIVIL, ACADEMIC, JOURNALIST, INVESTOR, PG→ CREATE THE RIGHT INCENTIVE TO COLLABORATE→ THE RIGHT SKILLS/CAPABILITY TO IMPLEMENT SOLUTIONS | Should do <ul style="list-style-type: none">→ CONSIDER OTHER POINTS OF VIEW BEYOND TOURISM<ul style="list-style-type: none">→ MAKE SURE WE DON'T LOSE→ REVIEW AT INTERMEDIATE TEST STAGES |
|---|---|

Could do Won't do

Closing

Graham Budd & Iain Cossar

Iain & Graham



Iain & Graham

THERE ARE THOUSANDS OF WORDS IN THE ROOM SUMMARISING TODAY

THE MOST ENERGISED & ENGAGED CONVO

MOVING INTO A NEW ERA!

THIS TOPIC IS OVERWHELMING!

WHICH IS WHY IT'S IMPORTANT

A FEW KEY THEMES:

COLLABORATION
↳ GENUINELY!

QUALITY OF DATA

WE NEED TO AGREE ON WHO WILL BE A PART OF CO-GOVERNANCE

STANDARDS FOR DATA

AN ACCESSIBLE PLATFORM FOR DATA

CO-GOVERNANCE OF DATA SOURCES

WE NEED TO INCENTIVISE COLLECTIVISM.

IT'S UP TO US AS A GROUP TO DECIDE OUR FUTURE!

SOME NEXT STEPS:

- A GROUP TO GOVERN THE ON-GOING WORK
- A WORKING GROUP TO CONTINUE BRINGING DIFF. PERSPECTIVES TOGETHER
- COLLECT & DISSEMINATE THIS INFORMATION
- PULL TOGETHER PRIORITIES & MAKE A PLAN GOING FORWARD

Appendix

Solution canvases, pages 28 – 41

Next Steps, pages 42 – 51





Solution canvas

1) What is the solution/opportunity?

Centralised data platform
for
datasets, knowledge, analysis, insights

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

bundling the resources from Stats, MBIE,

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

Tourism Research Council
funded by central government

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

- consistency
- one-stop-shop
- economy of scale + costs

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

- privacy
- cost
- future-proofing

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life?

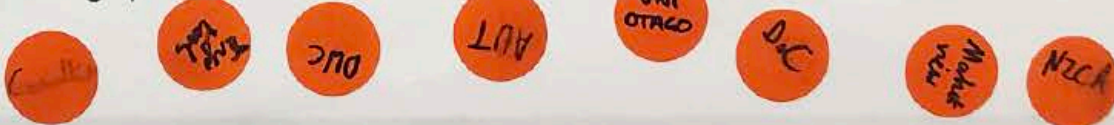
Think about wider stakeholders and communities and what they offer.

MBIE, TIA, academia, consultancies,
RTO, industry

Canvas contributors:

28
Charlie, Markus

Voting space



Solution canvas

Host-First tourism

(aka Social licence)

1) What is the solution/opportunity?

Local, honest, ongoing assessment of community response to tourism
 Personal - how it affects the people personally
 Where they are getting their opinions from/influences

↓
 How do we respond? What can we learn from other industries/countries?
 (Who is the 'we')

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

A welcoming] workforce/
 willing] community

Tourism marketing being as concerned/focussed on the host as visitor.

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

Creating immersive community interaction/
 Conversations
 Continuity of data
 Research into recommended responses

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

Preconceptions about 'who' are the community
 Industry willingness to face up to the issue
 Take up of new models of involvement
 Nervousness about the implications/costs of fixing it.

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

- MBE (not TNE?)
- Local Govt
- Sector responsibility

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.

Tertiary institutions
 Research agencies
 Iwi
 Local Govt.

Canvas contributors:



Solution canvas

1) What is the solution/opportunity?

Tourism.org.nz.

Data from all sources in one place.
Common language. Easy to locate/find.

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

Cost of sourcing + analysing data in relevant way.

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

Mitre / Stats NZ.

Industry working together: regionally + nationally

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

Plan. Forecast. Measure. Strategic input.
Anyone marketing to visitors.
Deliver better visitor experience.

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

Size of data sources, eg. telco.
Collaboration betw. organisations/businesses to common plan.
Consistency to data.
Apply intl. standards.

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life?

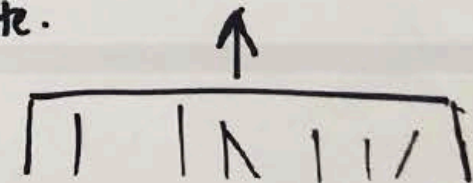
Think about wider stakeholders and communities and what they offer.

TNZ, TIA, Tech NZ, CINZ, Cruise NZ, RTNZ, EDNZ.
Mitre / Stats NZ / Minister of Tourism.
Tourism Research Institute.

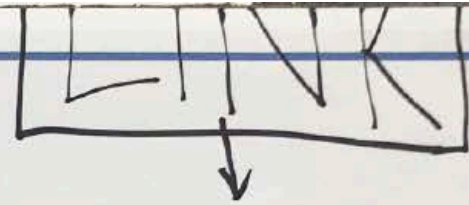
Canvas contributors:

30
Jim Little. Jesuier K.

Voting space



Solution canvas



1) What is the solution/opportunity?

Integrate a domestic tourism dashboard as a component of the tourism data system to include:

- travel patterns
- visitor flows
- seasonality
- visitors, overnight + day trip
- visitor nights
- reason for travel visit
- mode of travel
- decision influencers

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

- Better insight into 50% of tourism industry activity - 60%
- Better destination management - investment + infrastructure planning
- Better business planning
- Better insight to stimulate domestic travel/spending

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

RFP to providers to provide platform/service

- integrate with other initiatives

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

- Search out / follow international best practice
- Provide easy + consistent access to portal

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

MBIE / Data Ventures / Stats NZ / RTNZ

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life?

Think about wider stakeholders and communities and what they offer.

- MBIE
- Data Ventures
- CAM replacement
- NZTA / Transport providers
- Qualified + experienced provider
- AA

Canvas contributors:



Solution canvas

Tourism Insights Council

1) What is the solution/opportunity?

Creation of a Tourism ~~Insights~~ ^{Insights} Council.

- Joint Industry & Govt
- Formalised through a Trust
- Pull together all offers, seek offers & priorities - Funded via IVL.

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

IVL funds. - ongoing - long term
Pute sector provide data & resources.

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

- Better co-ordination, more effective use of dollars. Improved research productivity
- Timelier, Trusted, Centralised.

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

- Govt vs Industry - Politics. -
- + Industry supported.
- o Trust + -
- + Funding.

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

TIA / MBIE / Stats NZ - ^{Funding.} Governance
Trust - Govt
Adv. Council = Industry + MBIE ^{Senior people}
TNZ
+ staff Insights mgr

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.

Industry + Govt - (TNZ, MBIE, SNZ)

Canvas contributors:

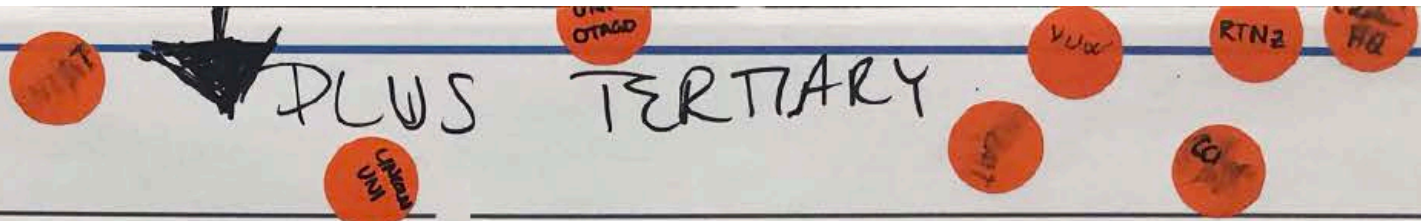
MBIE
YHA
CINZ
HPCNZ

Voting space

TEC



Solution canvas



PLUS TERTIARY

1) What is the solution/opportunity?

- TAPPING THE RESEARCH RESOURCES OF THE TERTIARY EDU. SECTOR
- CREATING SYNERGIES AROUND KEY GOVT/IND/COMM. NEEDS.
- (E.G. COMMUNITY WELL-BEING)

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

- LONGITUDINAL DATA NEEDED (LONG TERM COMMITMENT)
- SUSTAINABLE FUNDING
- HUMAN RESOURCES
- TECH RESOURCES

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

- University + tertiary researchers
 - academics
 - students
 - etc...
- INDUSTRY / GOVT / REGIONAL BODIES



2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

- BETTER INTEGRATION OF DATA.
- CRITICAL PERSPECTIVES.
- COST EFFECTIVE / EFFICIENT USE OF RESOURCES.
- MULTI-DISCIPLINARY PERSPECTIVES
- GLOBAL BENCHMARKING

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

- OVERCOMING COMPETITIVE ~~BARRE~~ MODELS OF ACADEMIC RESEARCH (PBRF, INSTITUTIONAL ASSESSMENT METRICS)
- LACK OF EXISTING UNDERSTANDING / RELATIONSHIPS BETWEEN AMONGST ACADEMIA + INDUSTRY + GOVT. + COMMUNITY
- LACK OF SUCCESSFUL PARTNERSHIP MODELS

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.

PLUS:

- LOCAL COMMUNITIES
- MAORI
- CROSS SECTORAL ENGAGEMENT (AGRICULTURE, TELECOMMS, CONSTRUCTION, etc.)

Canvas contributors:

SUSAN MACKENZIE + SIMON MILNE
(Hamp)



Solution canvas

1) What is the solution/opportunity?

Sustainable destinations
- Understand carrying capacity
& Mgmt tools

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

1. Agree a framework eg Norway
2. Social process to ground it with communities
3. Measurement at destination level

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

1. Someone to lead
2. Lots to be involved.
3. Will vary by region

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

Strong social license
Attractive + viable destination
Know your limits

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

Need for joined up decisions
Public & private
- Social, cultural & environmental carrying capacity are not the same.
↳ who/how to set them?

6) Who would need to be involved?

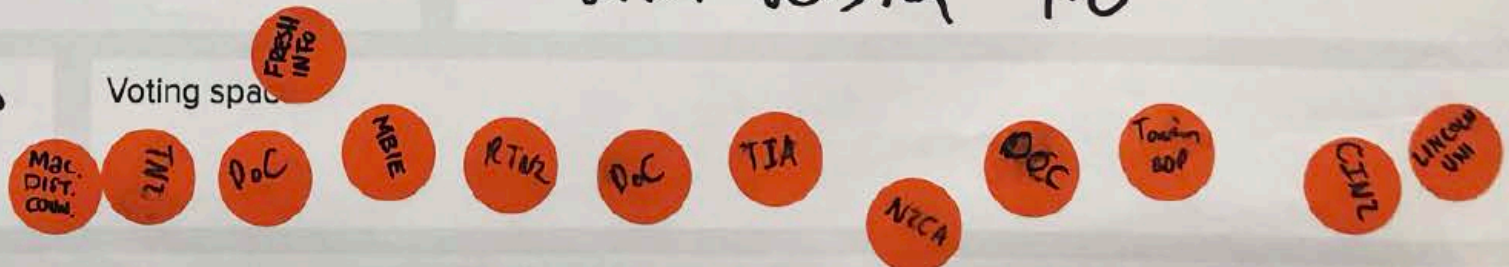
In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.

Learn by doing, iterate, show value. Don't aim for perfect with version 1.0

Canvas contributors:

Richard, Tim
Travis

Voting space



Solution canvas

1) What is the solution/opportunity? PROJECT CONSISTENCY

- Review defn's across tourism system
- Assess defn's against new technology
- Guidelines for data collection and dissemination
- Key data that is always collected to match to central stats

Data accuracy

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

- More consistency across tourism data sets.
- Ability to upweight sample studies to population stats.
- Best practice approaches to data collection.
- Collate information widely across the industry.

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

- Time/resources/collaboration to determine defn + guidelines.
- "Compliance" costs/time for individual organisations -

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

- Fitting changes and broad acceptance when data is already being collected.

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

- ~~MRIE~~ Industry-led but MRIE Key stakeholder.

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.

- Industry, govt., providers

Canvas contributors:

Mike, Bevam + Sally

Voting space



Solution canvas

1) What is the solution/opportunity?

How do we use the data/info to tell the good news story?
Benefits of tourism to the community.

→ what data do we need?
when & how to share

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

Attracting talent
Social licence to operate

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

Time
filter or insights provider

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

Getting to right audience
Data availability, access
Data disruption
Getting the right data - type & quality

Understanding repeatability of good news/benefit.
Short life.
Trust.

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

Tourism NZ
MBIE
PTO,

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.

~~PTO~~ stats NZ
MBIE

Canvas contributors:

36

Voting space



Solution canvas

1) What is the solution/opportunity?

One sustainability measurement framework
 Tourism (Environmental) Sustainability Framework

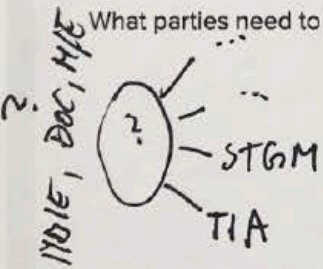
3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

Integrate business, destination and other data

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?



2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

- Measure to manage → reduce impacts
- Global leadership (ahead of curve)
- Improve visitor experience

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

Lack of data

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life?

Think about wider stakeholders and communities and what they offer.

Central Govt resp. MBIE, DOC, NZTA, M/E
 local Govt
 Businesses

Canvas contributors:

Air NZ

TEC

Voting space

NZTA

MBIE

DOC

MBIE

M/E

Univ of Canterbury

DOC

NZTA

Figure NZ

TIA

Solution canvas

Trusted data broker to acquire datasets...

1) What is the solution/opportunity?

Pilot the use of Data Ventures model as a way of trialling this way of working.

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

- A common dataset(s)?
- More integration of datasets.
- Granular and powerful insights

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

..... Speak with DV about forward work plan
- forward bookings
-
-

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

- Social license. → An emerging landscape
- Complexity of negotiation and multiple parties
- Value exchange

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

... DV ... data providers/businesses.

6) Who would need to be involved?

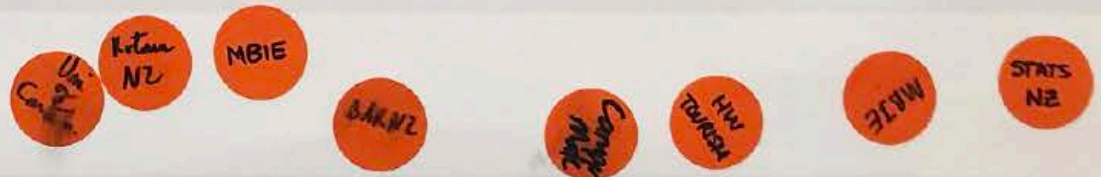
In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.

... Airlines ... hotels?

Canvas contributors:

38

Voting space



Solution canvas

1) What is the solution/opportunity?

pulling different data sources into
1 view

able to drill down (regional, local, segment)

public + private sector

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

creating the database + ownership

data costs

software + analysis tools / insights bunction

(savings from streamlining different agencies)
offset through subscription for advanced data?

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

central government body (probably new)

industry + key stakeholder advisory

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

efficiencies

costs

time

'one source of truth'
time series/historic data

insights
bunction

ease of use

well thought out to
plug data gaps/
inconsistencies in data

easy to interpret

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

currently different agencies / organization

privacy

legislation

time - timeliness of data
who should govern

Funding

plenty of data

sense of urgency
IVL funding

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life?

Think about wider stakeholders and communities and what they offer.

all data providers

data custodian

Canvas contributors:

Voting space



Solution canvas

1) What is the solution/opportunity?

A CENTRAL PLACE (ONLINE) POINTING TO / SHARING STANDARDS, METHODOLOGIES, FRAMEWORKS, DATA. A COMMONS, IF YOU WILL.

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

HUMANS TO ADD THINGS + MAINTAIN
HOSTING etc (TECH) COSTS
SOCIALIZ^N + ENGAGEMENT + BUY-IN

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

CONSISTENCY (BENCHMARKING)
BETTER QUALITY INSIGHTS ⇒ INVESTMENT, EFFECTIVENESS, OUTCOMES
A MORE HOLISTIC VIEW + APPROACH
CLEARER, BETTER INTERSECTORAL LINKS
REDUCED WHEEL REINVENTION → REDUCED SPEND GAPS FILLED, etc.

4) What might make this difficult or easy?

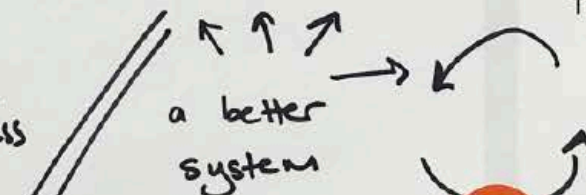
What barriers might exist or what emerging technologies or trends might enable it?

DIFFICULT	EASY
ONGOING RESOURCING + MAINTENANCE + LEADERSHIP + STEWARDSHIP	BETTER, CHEAPER TECH
PATCH-PROTECTION, EMPIRE-BUILDING	<u>BURNING PLATFORM</u> (PRESSING AS NEED)

5) Who would be responsible to deliver this?

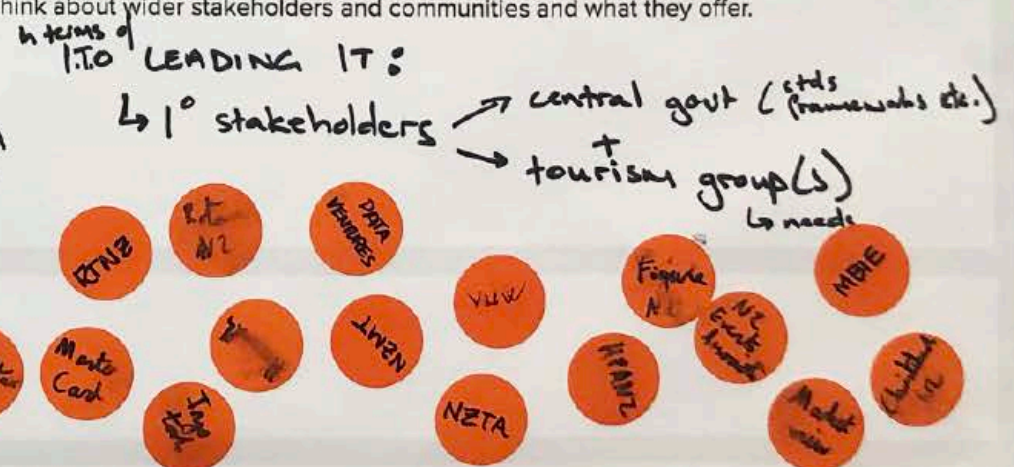
What parties need to be involved? What are the collaboration opportunities?

EVERYONE (Involved)
GOVT (Central)
GOVT (Local)
INDUSTRY + BUSINESS GROUPS
COMMUNITY
ACADEMIA (CRIB)



6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.



Canvas contributors:

ROCHELLE TEMPLER, ANDREA CARBANI, DAVID SIMMONS, AIMEE WHITCROFT

Solution canvas

1) What is the solution/opportunity?

- ① more accurately predict visitor expectations and respond quickly / more efficiently in terms of the visitor experience
- ② Understanding visitor behaviour = better planning infrastructure and better experience
- ③ Better understanding of ~~say~~ perception versus reality = better planning

3) What costs might exist?

Consider the work, what resources would be needed? How long might it take?

- Data costs
- Research costs
- Development costs

5) Who would be responsible to deliver this?

What parties need to be involved? What are the collaboration opportunities?

~~MBIE~~ Centralised research body focussed on delivering connected data system

2) What are the expected benefits/outcomes from this opportunity?

Think about what will be different as a result of this opportunity? What might this look like? Who might this impact the most?

- Better planning
- Happier customers
- More spend / higher profit
- Better performing businesses
- Less investment risk
- More clarity + confidence in decision-making
- Happy employees
- Happy host communities

4) What might make this difficult or easy?

What barriers might exist or what emerging technologies or trends might enable it?

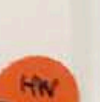
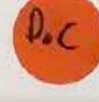
- GPS/app-based data (enabler)
- Commercial confidentiality (barrier)
- Coordination/cooperation (barrier)

6) Who would need to be involved?

In order for this to be successful, who needs to be involved to bring this to life? Think about wider stakeholders and communities and what they offer.

- Govt
- Industry
- Data owners
- Researchers

Canvas contributors:



Next Steps

As we move forward what must, should, could and won't we do to ensure we are successful. Think about some of the practical dimensions of a system:

- Governance/stewardship
- Data sharing/provision
- Resourcing
- Co-funding

Must do

> lead & lag
data sets
Forecast &
historic
sets

A centralised
platform.
'one place'

> Sustainable data
provision - aka
not just economic
but also environ.,
community, visitor.

> Be clear about
what the problems
are that the data will inform.
Categorise short, med, long term.

> Domestic
Data

Should do

> A framework that works
across visitor types
(both domestic & international).

Could do

> use tourism flows data to
inform risk eg. biodiversity,
health, disaster response

Won't do

> Set up a database for the
sake of it. Aka data
because the data is available.

Next Steps

As we move forward what must, should, could and won't we do to ensure we are successful. Think about some of the practical dimensions of a system:

- Governance/stewardship
- Data sharing/provision
- Resourcing
- Co-funding

Must do

- focus on forward thinking
- seamless tourism data environment
- collate across a number of sources
- place to find all Tourism data - organised single destination. Peak body/person
- consistency of data quality + definitions.
- need data on carbon footprint
- need to include qualitative data.
- Integration across the Tourism sector.

Should do

- Measure carbon + environmental sustainability across the system
- Consider the Tourism Insights Council
- Minister makes announcement very soon about progress
- a sustained life cycle.
- Work + Share.

Could do

Won't do

- Nothing
- won't operate in isolation
- Think short-term
- won't take years to do this

Next Steps

As we move forward what must, should, could and won't we do to ensure we are successful.
Think about some of the practical dimensions of a system:

- Governance/stewardship
- Data sharing/provision
- Resourcing
- Co-funding

Must do

- Collaboration > To be able to integrate all data
- Consolidation of data
- Centralising
- Holistic view > taking into account all different needs
- Ownership of the solution and governance
- Open mind to new and innovative data sources

Could do

Should do

- Conversation around resourcing and data governance structure
- Data can be used for future projections (forecasting)
- Create a business model that promotes and ~~facilitates~~ facilitates collaboration between commercial third parties

Won't do

- Don't want to lose momentum
- ~~Pro~~ Has to be practical
- Don't leave anyone behind

Next Steps

As we move forward what must, should, could and won't we do to ensure we are successful. Think about some of the practical dimensions of a system:

- Governance/stewardship
- Data sharing/provision
- Resourcing
- Co-funding

Must do

prioritise and pick a start point

Quickly disseminate outcome of today

communicate consistently and manage ~~com~~ expectation

set timeline to delivery

Should do

return to a user working group/project mgt office (not necessarily the same working party as previously).

PMO could be oversight on themed or sectoral working parties.

Fund: reasonable business subscription.
IVL

Resource: industry inputs - get clear on what they are

Could do

Won't do

don't overcomplicate

be authoritative at a point in time - get out of repetition or discussion.

Next Steps

TABLE 3

As we move forward what must, should, could and won't we do to ensure we are successful. Think about some of the practical dimensions of a system:

- Governance/stewardship
- Data sharing/provision
- Resourcing
- Co-funding

Must do

- * Set up Governance
 - ↳ Market failure (everyone wants data aren't willing to provide)
 - ↳ strong coordination component + resourcing

Should do

- * Move forward → continue discussions w/ stakeholders + other voices
 - ↳ eg community groups + all of Govt. CRIS, Academics, environmental
- * Refine priorities
- * Early win!
 - ↳ online space
 - ↳ federated directory
 - ↳ Politics?

Could do

- * lead the world w/ evidence-based tourism.
- * Show sustainability commitment to the world

Won't do

- * Perfection!
- * stall
- * No results.
- * politics
- * Short term thinking.
- * Not just what "we" need
- * Forget Te Tiriti

Next Steps

As we move forward what must, should, could and won't we do to ensure we are successful. Think about some of the practical dimensions of a system:

- Governance/stewardship
- Data sharing/provision
- Resourcing
- Co-funding

Government/
public agencies

Must do

Establish a governance model

Private enterprise/
Business association

Should do

- Identify data priorities
- create definitions & guidelines
- data collection / consistency rigorous.

Community, local govt.

Academic needs data
reference 'impact'

- Establish a funding model

plus → data sharing framework.
→ skills "

Encourage service provider collaboration
Fast track technology solutions

① Collaboration
② Have an Institutional form → multi stakeholder / partnership model.

Could do

Improve ^{and lead} an existing international best practice model(s)

Won't do

- ① No → 3 year plan
- ② No 1 year plan
- ③ Have no plan

Next Steps

As we move forward what must, should, could and won't we do to ensure we are successful. Think about some of the practical dimensions of a system:

- Governance/stewardship
- Data sharing/provision
- Resourcing
- Co-funding

Must do

Governance in place (eg Tourism Insights Council) - illuminates opportunities to act academia, industry, suppliers Central & local government.

Keep the data & the way its presented in place

step 1 Consolidation of data into a useable format
With new data sets ensure they're digestable for users
(add support to interpret)

Should do

Create better data sharing arrangements between Central Government agencies.

Could do

Remove other duplicate governance arrangements
redirect
repurpose

Won't do

Release information without consulting with industry on issue (eg media get it first or the interpretation of data is missing nuance).
- Better communication protocols - no surprises!

Do not enact decisions about existing data sources without consultation

Next Steps

As we move forward what must, should, could and won't we do to ensure we are successful. Think about some of the practical dimensions of a system:

- Governance/stewardship
- Data sharing/provision
- Resourcing
- Co-funding

Must do

Establish collaborative mechanism - formal / TIC
[Insight leadership; with others]

IVL funding; co-invest to industry

Sustainability / system change data sets

Stds / central portal for data: joining it all up

Should do

} specific projects sit within that frame
pick top 4-5
- Host first at local level

Could do

Rapid proto-typing.

Quick wins to build confidence

Won't do

Don't let perfection get in the way of good

Everything

Stick "Interesting" ~~at~~ stick to value generating.
- across 4 wellbeings.

Next Steps

As we move forward what must, should, could and won't we do to ensure we are successful. Think about some of the practical dimensions of a system:

- Governance/stewardship
- Data sharing/provision
- Resourcing
- Co-funding

Must do

- THE RIGHT GOVERNANCE + LEADERSHIP = INDUSTRY + GOVT COLAB SYSTEM
- ~~LE~~ DESIGN LED BY USER NEEDS
→ INDUSTRY, GOVT, ACADEMIA, CONSULTANTS, INVESTORS, ETC
- CREATE THE RIGHT INCENTIVES TO COLLABORATE
- THE RIGHT SKILLS / CAPABILITY TO IMPLEMENT SOLUTIONS [NOT THE CHEAPEST]
- LOOK FOR SHORT-TERM WINS TO GET MOMENTUM
- MAKE DATA ACCESSIBLE → SUMMARY + MICRODATA
- CONSISTENT METHODS TO ENABLE JOINING
- ~~SUSTAINABLE~~ FUNDING LINES (10+ YEARS)

Could do

Should do

- CONSIDER OTHER FORMS OF DATA BEYOND TOURISM
→ MAKE SURE WE CAN LINK
- REVIEW OF INTERNATIONAL BEST PRACTICE
- ~~MA~~ PRIORITISE NEED OVER COST
- REGIONAL ROADSHOW TO KEEP REGIONS INFORMED

Won't do

- DON'T OVER REACH → REALISTIC DEV PATH
- ~~NO~~ DON'T DO NOTHING

Bring insight to disparate data

Serving the public - long-term as well as shorter-term needs

Share/collaborate

Use as well as collection

The same organisation can be both a user & producer

Granularity
eg
Region → District
→ sub-district

Must do

- ① Governance - where is the engine for this?
- ② Stewardship/co-ordination/QC of the underlying data.
- ③ Need a holistic set of indicators that align across NZ & globally.

Should do

- ① Share the existing pockets of best practice. Mutual support/exchange.
- ② Balance big picture/future with immediate needs.
- ③ Go beyond ideas of a 'tourism research council' due to breadth & complexity of issues.

Could do

Won't do

- ① Nothing.
- ② Rely on traditional methods/sources eg surveys.

Thank you!