

PROACTIVE RELEASE COVERSHEET

Minister	Hon Kelvin Davis	Portfolio	Tourism
Title of Cabinet Paper	Report on Overseas Travel: Hon Kelvin Davis	Date to be published	14 November 2019

List of documents that have been proactively released

Date	Title	Author
5 August 2019	Report on Overseas Travel: Hon Kelvin Davis	Office of the Minister of Tourism
5 August 2019	CAB-19-MIN-0382	Cabinet Office

Information redacted

YES / NO *(please select)*

Any information redacted in this document 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.

Some information has been withheld for the reason of Commercial information.

In Confidence

Office of the Prime Minister

Chair, Cabinet

Report on Overseas Travel: Hon Kelvin Davis

- 1 I recommend that Cabinet note this report on my travel to China from 21-29 June to further deepen the bilateral relationship with China following the success of the China-New Zealand Year of Tourism Opening Ceremony on 30 March 2019 and the visit of the Minister Luo.

Report

- 2 From 21-29 June 2019 I visited China, focusing on the three key cities of Beijing, Shanghai and Guangzhou.
- 3 The purpose of my visit was to further deepen the bilateral relationship with China following the success of the China-New Zealand Year of Tourism Opening Ceremony on 30 March 2019 and the visit of the Minister Luo.
- 4 My visit provided a broad range of opportunities to promote New Zealand tourism, strengthen the bilateral relationship and leverage the Year of Tourism. There Highlights included:
 - a. the signing of an updated Dialogue and Cooperation Arrangement (the 'Arrangement') between MBIE and MOCT, which is provided as **Annex One**;
 - b. meeting with Minister Luo in Beijing to build on the positive working relations established between you and the Minister; and
 - c. meeting key Chinese officials and travel industry business leaders in Shanghai and Guangzhou.
- 5 I also provided a Ministerial presence for Kia Ora South's anchor events, including an evening reception at the New Zealand Embassy in Beijing on 23 June and an industry evening gala in Guangzhou on 27 June.

Visit highlights

Meeting with Minister Luo

- 6 My meeting with your counterpart on 26 June, Minister Luo happily recalled his visit to New Zealand in March 2019, for the Opening Ceremony of the Year of Tourism, as well as his visit to key tourism locations. Minister Luo confirmed that he would attend the Closing Ceremony which New Zealand will host in China later this year, and looked forward to confirming the date. That date has now been confirmed as Sunday 10 November 2019.
- 7 Minister Luo noted that China has an interest in learning more about how New Zealand integrates cultural components into tourism activities, noting that Māori culture was very attractive to Chinese tourists. He commented that New Zealand was much better than

China at integrating the promotion of culture with tourism, fondly recalling his visit to Te Puia in March 2019.

- 8 An arrangement between MBIE and MOCT on Dialogue and Cooperation on Tourism Matters was signed. This will be the appropriate mechanism for China to learn more about how New Zealand integrates its cultural and tourism offerings.

Engagement with the Shanghai Vice Mayor

- 9 To reinforce New Zealand's relationship with the Shanghai government at senior level, I met with Shanghai's Vice Mayor responsible for Tourism, Mme Zong Ming.
- 10 The Vice Mayor briefed me on Shanghai's economic and cultural development, and welcomed New Zealand participation in tourism-specific initiatives, such as the Shanghai Tourism Festival in September and Shanghai International Arts Festival in October.
- 11 The Vice Mayor confirmed that the Shanghai Municipal Government through the Culture and Tourism Bureau would lend its full support to preparations for the Tuku Iho exhibition in November.
- 12 The Vice Mayor praised New Zealand's wide range of cultural and arts exchanges with Shanghai and expressed interest in visiting New Zealand again. MFAT will follow up on the Vice Mayor's festival recommendations, and in due course explore potential opportunities for a reciprocal 're-familiarisation' visit to New Zealand.

Discussions with Tourism NZ and Air New Zealand

- 13 Discussions with Tourism NZ and Air New Zealand in Shanghai highlighted the increasing competition in the international tourism market, Chinese tourism market trends, and the challenges New Zealand faces as a premium tourism destination in a rapidly changing China.

Meeting with Ctrip

- 14 I also engaged with key Shanghai-based tourism industry partners to encourage their ongoing support for New Zealand as a destination. In particular I met with the Senior Vice President James Tang of Ctrip, the world's second largest online travel agency, which provides travel services and online bookings to over 300 million registered members via an integrated online and offline travel service chain.
- 15 Mr Tang praised Tourism NZ for its collaborative approach. Tourism NZ works with Ctrip on product development and provides training for Ctrip staff on New Zealand tourism and travel literacy.

Meeting with China Southern Airlines (CSA)

- 16 China Southern is responsible for bringing an estimated one-third of all Chinese tourists to New Zealand and was the first Chinese carrier to fly to New Zealand. As such, China Southern makes a very strong contribution to New Zealand's tourism exports. Commercial Information

- 17 While meeting with Executive Vice President Luo Laijun, Mr Luo noted that load rates on the routes to New Zealand 'were very good' Commercial Information

18 Commercial Information

Overall, Mr Luo said China Southern was very pleased with its New Zealand routes.

Meeting with the Guangdong Vice Governor

19 I also met with Guangdong Vice Governor Xu Ruisheng (whose responsibilities cover tourism). Discussion topics included the bilateral relationship, tourism and the Closing Ceremony.

20 Mr Xu spoke at length about development of a National Park model that he hoped could draw lessons from New Zealand's experience, as well as the development of Guangdong-based hiking trails as a new type of tourism activity.

Next steps

Officials are making preparations for the Closing Ceremony

21 Officials are now actively planning the Year of Tourism Closing Ceremony and options to align with other NZ Inc events on at that time. The Closing Ceremony has been confirmed for 10 November 2019.

Recommendation

I recommend that Cabinet note this report

Authorised for lodgement

Hon Kelvin Davis

Minister for Corrections