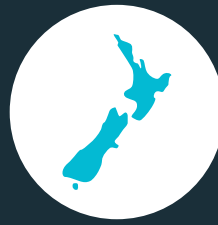


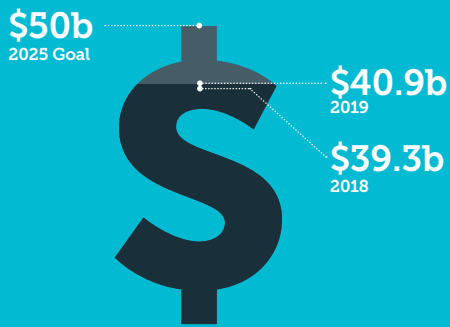
TOURISM 2025 & BEYOND



A SUSTAINABLE GROWTH FRAMEWORK
KAUPAPA WHAKAPAKARI TĀPOI

PERFORMANCE DASHBOARD 2019

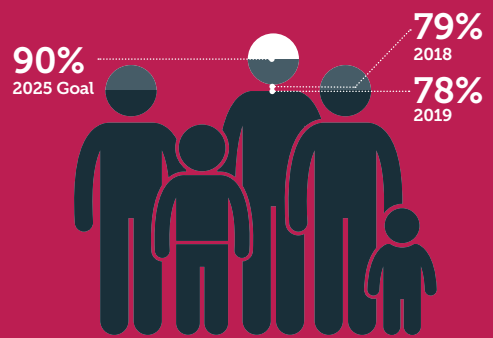
ECONOMIC



GOAL: Grow tourism's contribution to New Zealand's economy
MEASURE: Annual tourism spend of \$50 billion by 2025

Source: Tourism Satellite Account March 2019

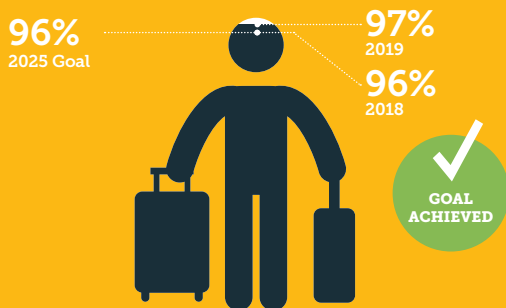
COMMUNITY



GOAL: New Zealanders are welcoming hosts
MEASURE: 90% of New Zealanders are happy with the level of tourism and support growth

Source: Mood of the Nation November 2019

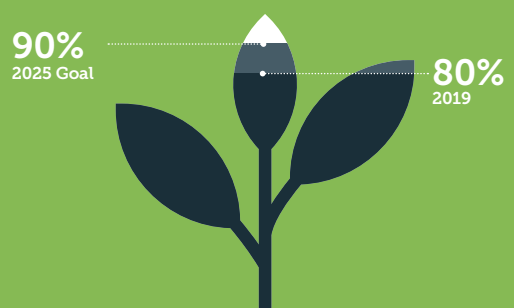
VISITOR



GOAL: Deliver outstanding visitor experiences
MEASURE: International and domestic visitor satisfaction of 96%

Source: International Visitor Survey YE September 2019; Angus & Associates Visitor Insight Programme

ENVIRONMENT



GOAL: Aotearoa is enhanced by tourism
MEASURE: 90% of tourism businesses have environmental plans to measure and reduce their carbon, waste and ecological footprint

Source: New Zealand Tourism Sustainability Commitment Survey September 2019