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Secretariat  
Tourism Data Leadership Group  
Ministry of Business, Innovation and Employment  
WELLINGTON

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Kia ora

### **TDLG Draft Strategic Business Plan 2024-2025**

I am submitting on behalf of Tourism Industry Aotearoa on the Tourism Data Leadership Group's draft Strategic Business Plan 2024-2025.

While TIA has a representative on the TDLG, we consider it important that TIA clearly expresses its views on the draft plan and the role it will play in guiding progress towards improving tourism data over the period ahead.

Firstly, TIA strongly supports the TDLG and the work programme that it sets out in the draft plan. Tourism data is incredibly important as part of the infrastructure of the industry. Indeed, tourism cannot operate without good data, and we certainly cannot meet our future strategic objectives without support of the data we really need.

Late last year, TIA released *Tourism 2050 – a Blueprint for Impact* that maps out the key actions we need to take to ensure a flourishing tourism industry over the period to 2050. One of the ten actions in the Blueprint is 'Power-up Data and Research'. This action supports the TDLG and its work programme around data quality and accessibility, with extended coverage across the regenerative tourism framework and with better regional data. The Blueprint also calls for better Māori tourism data collection.

We are seeing all these areas contained within the draft Strategic Business Plan, and we welcome this alignment.

For TIA, there are some key points we would like to raise:

1. **Defend what we have got.** While reference is made to 'sustaining the existing data', we are concerned that some of the existing tourism datasets continue to be at risk. For instance, recent changes at Stats NZ have major implications for the very important Monthly Regional Tourism Estimates (MRTes) and Stats NZ ongoing reviews may threaten other important datasets.

**TIA's view:** The Strategic Business Plan should be stronger in its support for those existing datasets that are in any way at risk.

2. **Implementation.** The pace of implementation is a critical factor, and TIA considers that rapid progress needs to be achieved to ensure ongoing industry support. Our sense is that there is impatience across the industry for positive and tangible progress. The Two-year Road Map sets out an impressive quantum of work with several parallel workstreams which raises questions around the ability to sustain this level of effort. Will there need to be prioritisation of these initiatives? Does the Road Map sufficiently factor in the timeline for procurement processes? Does the secretariat have the capacity to support this quantum of work?

**TIA's view:** The Strategic Business Plan should clearly set out the initiatives that will be undertaken without fail, e.g. domestic visitor data, short term rental accommodation, visitor flows, community sentiment, what innovation looks like for tourism data, Māori data needs, and others?

3. **Partnership fund.** Having the ability to partner with groups across the industry to meet specific data needs is welcomed. This will provide the ability for the TDLG to be responsive to partners across the industry and will be an excellent vehicle for gaining third-party funding contributions for wider industry benefit.

**TIA's view.** TIA welcomes the establishment of the Partnership Fund with appropriate parameters and guidelines to be established.

4. **Longer term.** While this is a two-year plan and references are made to ongoing IVL funding, we feel the document should have a clear picture of the future and permanence of the TDLG as part of the wider architecture of the tourism industry.

**TIA's view.** We consider that the Strategic Business Plan provides an opportunity to look beyond the two years to set out how the TDLG sees the long-term aspirations for the Group.

As mentioned earlier, TIA supports the TDLG and welcomes the Strategic Business Plan in setting the programme for the next two years. Overall, the programme looks solid in being both ambitious and largely achievable.

TIA looks forward to being an ongoing contributor to the TDLG and we are ready to lend our support as and where we can.

Ngā mihi,



Rebecca Ingram  
Chief Executive