



Cabinet Economic Growth and Infrastructure Committee

EGI Min (10) 5/1

Copy No:

Minute of Decision

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Increasing Tourism's Performance Through Marketing

Portfolio: Tourism

On 24 March 2010, the Cabinet Economic Growth and Infrastructure Committee:

- 1 **noted** that in August 2009, Cabinet:
 - 1.1 noted that the government's priority for tourism is to increase tourism's contribution to the New Zealand economy, in particular to increase productivity and the return from each visitor;
 - 1.2 approved an increase in funding in 2009/10 for Tourism New Zealand for destination marketing and a joint venture partnerships marketing programme;
 - 1.3 noted that the Minister of Tourism would be directing the Tourism New Zealand Board to develop a three-year marketing strategy, which reflects the additional funding;
 - 1.4 [deleted – confidentiality of advice];

[CAB Min (09) 30/6A]

- 2 **noted** that the current level of investment in destination marketing does not allow Tourism New Zealand to aggressively pursue opportunities in major existing and emerging markets;
- 3
 - 3.1 **noted** that Tourism New Zealand has completed a full review of its marketing portfolio, and has developed a three-year strategy focusing on more targeted and conversion-based activity across key and certain emerging markets;
 - 3.1 **noted** the contents of the strategy, entitled *Tourism New Zealand 3 Year Marketing Strategy 2010 – 2013*, attached to the paper under EGI (10) 47;

- 4 **noted** that a joint venture fund with regional tourism organisations has been established and provides an opportunity to increase the amount of coordinated investment under the 100% Pure New Zealand brand;
- 5 **noted** that indicators on the effectiveness of marketing are being developed by officials, based on international best practice, as referred to in paragraph 1.4 above;
- 6 **approved** an increase in funding to Tourism New Zealand for destination marketing under the 100% Pure New Zealand campaign, with a corresponding impact on the government’s operating balance:

Vote Tourism Minister of Tourism	\$m – increase / (decrease)				
	2009/10	2010/11	2011/12	2012/13	2013/14 & outyears
Non-departmental Output Expense: Marketing New Zealand as a Visitor Destination	-	25.000	-	-	-
Non-departmental Output Expense: Marketing New Zealand as a Visitor Destination through Joint Venture Partnerships	-	5.000	-	-	-

- 7 [deleted – confidentiality of advice];
- 8 [deleted – confidentiality of advice];
- 9 [deleted – confidentiality of advice].

Committee Secretary

Reference: EGI (10) 47

Present:

Hon Bill English (Chair)
 Hon Gerry Brownlee
 Hon Simon Power
 Hon Dr Nick Smith
 Hon Anne Tolley
 Hon Kate Wilkinson
 Hon Maurice Williamson
 Hon Nathan Guy
 Hon Peter Dunne

Officials present from:

Office of the Prime Minister
 Officials Committee for EGI