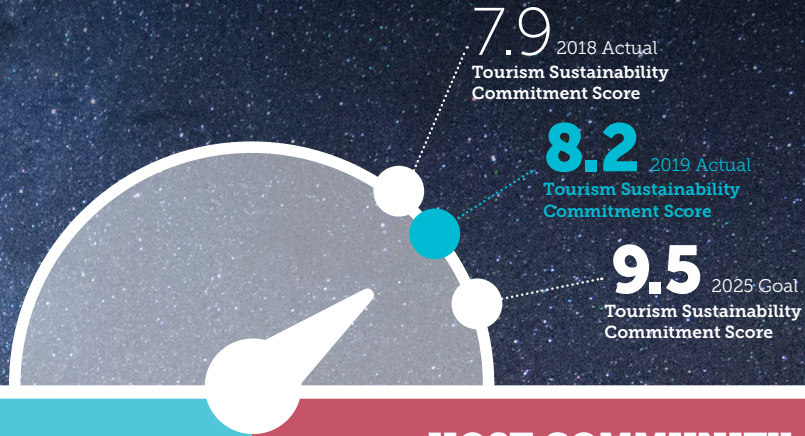


New Zealand Tourism Sustainability Commitment Performance Dashboard 2019



ECONOMIC

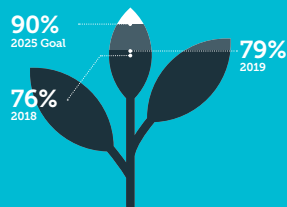
Industry Revenue



\$50 billion total tourism expenditure per year by 2025

+4%
CHANGE SINCE LAST YEAR

Sustainable Growth



Sustainable growth through profitability, innovation, quality improvement and investment

+3
CHANGE SINCE LAST YEAR

HOST COMMUNITY

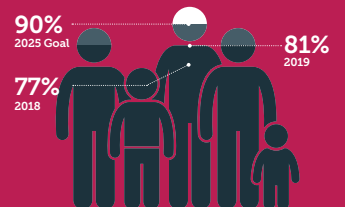
Host Community Satisfaction



New Zealanders are happy with the level of tourism activity and support growth

-1
CHANGE SINCE LAST YEAR

Community Engagement



Tourism businesses are desirable/responsible employers; leaders in engaging and supporting vibrant communities

+4
CHANGE SINCE LAST YEAR

VISITOR



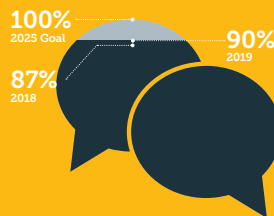
Visitor Experience



International and domestic visitors' experience of New Zealand overwhelmingly meets or exceeds expectations

+1
CHANGE SINCE LAST YEAR

Visitor Engagement

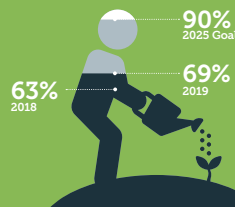


Tourism businesses actively engage with their visitors to ensure that the visitor experience is enhanced

+3
CHANGE SINCE LAST YEAR

ENVIRONMENT

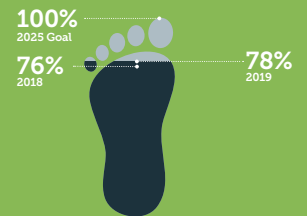
Ecological Restoration



Tourism businesses actively support and champion ecological restoration initiatives

+6
CHANGE SINCE LAST YEAR

Minimising Footprint



Tourism businesses are measuring, managing and minimising their environmental footprint

+2
CHANGE SINCE LAST YEAR