



Performance Dashboard

8.1

2018 Sustainability Commitment Score

+0.1% change since last year

9.4

2025 Goal

750 Tourism Sustainability Commitment supporters as at Feb 2019.

8.4 TSC supporters; 7.9 non-TSC supporters. Based on average results for the 8 industry goals.

ECONOMIC

\$41b
2025 Goal

\$39b
2018

\$41 billion total tourism expenditure per annum by 2025

+8%

CHANGE SINCE LAST YEAR

90%
2025 Goal

76%
2018

Sustainable growth through profitability, innovation, quality improvement, investment

-3%

CHANGE SINCE LAST YEAR

Industry Revenue

Sustainable Growth

HOST COMMUNITY

90%
2025 Goal

78%
2018

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

-1%

CHANGE SINCE LAST YEAR

90%
2025 Goal

77%
2018

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

+1%

CHANGE SINCE LAST YEAR

Host Community Satisfaction

Community Engagement

VISITOR

96%
2018

95%
2025 Goal

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

✓

GOAL ACHIEVED

0%

CHANGE SINCE LAST YEAR

100%
2025 Goal

87%
2018

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

3%

CHANGE SINCE LAST YEAR

Visitor Experience

Visitor Engagement

ENVIRONMENT

90%
2025 Goal

63%
2018

Tourism businesses actively support and champion ecological restoration initiatives

0%

CHANGE SINCE LAST YEAR

100%
2025 Goal

75%
2018

Tourism businesses are measuring, managing and minimising their environmental footprint

-7%

CHANGE SINCE LAST YEAR

Ecological Restoration

Minimising Footprint