



# Performance Dashboard

## 8.1

### 2018 Sustainability Commitment Score

+0.1% change since last year

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.

## 9.4

2025 Goal

## 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

Host Community Satisfaction

**90%**  
2025 Goal  
**77%**  
2018

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

**+1%**  
CHANGE SINCE LAST YEAR

Community Engagement

## VISITOR

**96%**  
2018  
**95%**  
2025 Goal

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

**0%**  
CHANGE SINCE LAST YEAR

Visitor Experience

**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 Engagement

## ENVIRONMENT

**90%**  
2025 Goal  
**63%**  
2018

Tourism businesses actively support and champion ecological restoration initiatives

**0%**  
CHANGE SINCE LAST YEAR

Ecological Restoration

**100%**  
2025 Goal  
**75%**  
2018

Tourism businesses are measuring, managing and minimising their environmental footprint

**-7%**  
CHANGE SINCE LAST YEAR

Minimising Footprint