



Performance Dashboard

8.1

2018 Sustainability Commitment Score

+0.1% change since last year

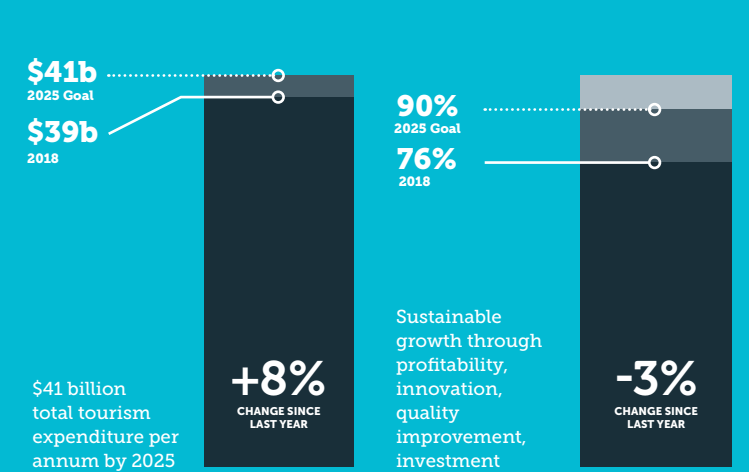
9.4

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



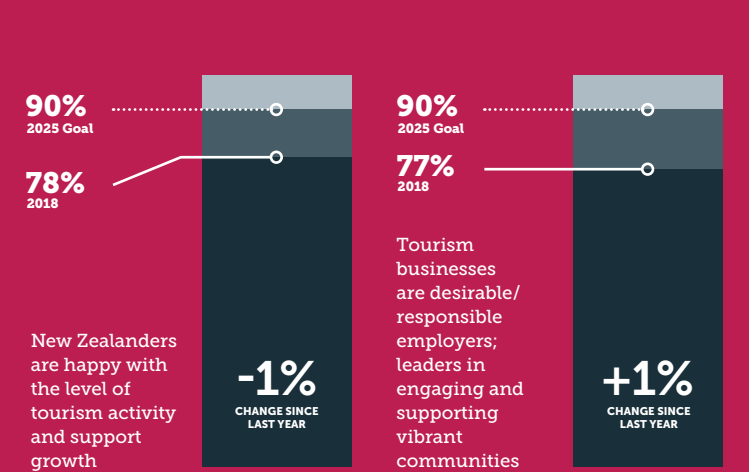
Industry Revenue

\$41 billion total tourism expenditure per annum by 2025

Sustainable Growth

Sustainable growth through profitability, innovation, quality improvement, investment

HOST COMMUNITY



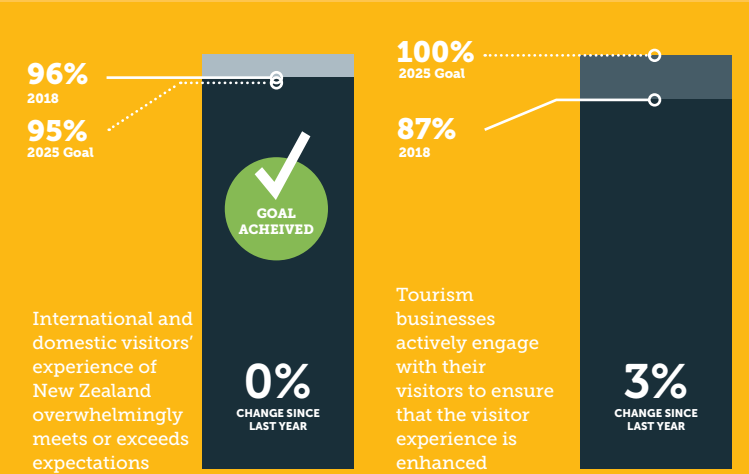
Host Community Satisfaction

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

Community Engagement

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

VISITOR



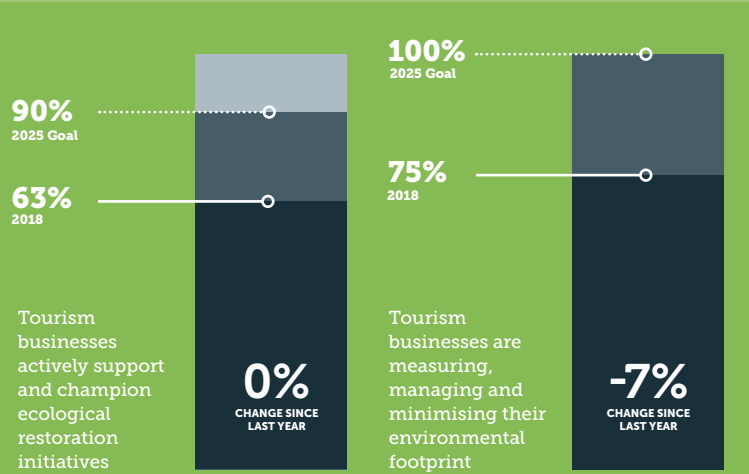
Visitor Experience

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

Visitor Engagement

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

ENVIRONMENT



Ecological Restoration

Tourism businesses actively support and champion ecological restoration initiatives

Minimising Footprint

Tourism businesses are measuring, managing and minimising their environmental footprint