



29 June 2021

Co-Governance Ministry of Business Innovation Employment

Kia ora tatou,

Thank you for the opportunity to provide feedback.

BYATA have had close ties with this topic over the years with former chairs being involved with Ministry of Tourism Research Council in the early 2000s and a member of the TIA Tourism Insights Leadership Panel prior to the Data Hui.

We are interested in the successful development of this co-governance group. This is due to the realisation that data collection and insight has been uncoordinated, delivered in an untimely manner and without presenting through a customer centric lens to this point. Covid has presented us with an opportunity to change that and coordinate Industry data streams aligned with worldwide best practice and beyond.

Ngā kupu whakataki

Mauri Tangata

Mauri Tuakiri

Mauri Ohanga

Mauri Ao

Mauri Ora.

For the Enrichment of People

For the Enlivenment of Identity

For the Prosperity of the Economy

For the Health of the Planet

For the Wellbeing of all.

In general terms BYATA supports the Vision, purpose and objectives and suggests the following to be taken into consideration please?

1. VISION:

Are these aims sufficient for shaping an improved tourism data system? Are we missing anything?

Our recommendation would be to incorporate the four well beings into the vision. It may look something like this;

The vision of the Tourism Data and Insights Co-Governance Group (the Group) is to facilitate the development of a system wide shared data framework that provides consistent, reliable and trusted tourism data and insights incorporating the four capitals / well-being model. This will enable improved understanding through timely reporting to enable all customers to better identify high quality visitors of the future.

These changes reflect the need for the industry, community and public to better understand the value and impacts of tourism in all regions of Aotearoa and to ensure that the government invests in data collection that properly understands the use of infrastructure from a tourism context.

BYATA also supports data collection;

- Where it will serve to inform and be interrogated to show crown contributions by destination / region. This information should be used to allocate infrastructure spend based on visitor consumption and spend.
- The collection of Data and insights which corroborates the assumption that Backpacker and Youth are high quality visitors and the poster child of the four capitals model
- That encourages greater understanding of the true value of Youth and their contribution to NZ Tourism.
- To enable the co governance group to be focused on data and insight. Research should not be part of this project and any reference in TOR should be removed.

We have previously shown support for the Tourism Futures Taskforce recommendations made around the Future State 5. <https://www.mbie.govt.nz/immigration-and-tourism/tourism/tourism-recovery/tourism-futures-taskforce/tourism-futures-taskforce-interim-report/our-future-states/future-state-5-navigating-our-future/#information>

Further to this and specific to your line of enquiry

1.1 BYATA supports the Purpose and Objectives but suggest that the Tourism Futures Taskforce interim report on Data would be of benefit if used as a north star and the objectives tweaked to incorporate these. As laid out below but with the removal of 5.4 Research.

5.1 Information – Ensure the Government invests in data collection to properly understand the use of public infrastructure and assets:

There is a compelling public interest in having accurate information and understanding about visitor behaviours, and their use of public infrastructure and assets. This information should be shared in an open and collaborative manner so that it can be used for the betterment of the visitor economy; for example, by addressing issues of congestion, driver behaviour, and climate change impacts. Ways of gathering this data should include using new technologies, a national app and/or nodal monitoring.

5.2 Data framework – Develop a system-wide shared data framework led by government:

The creation of an interoperable open-access framework is needed to enable broad use of data within and across the visitor industry system. This could include a centralised data warehouse which can be accessed and used by all actors in the visitor economy system. This type of open-access data framework might, for example, be used to develop an understanding of the full value of visitor activities. This data framework should be co-governed by government and industry and be accessible to all, and because of its public-good nature, should be funded by government.

5.3 Innovation – Create an investment fund to drive science-based innovation:

The development of a framework and investment fund is needed to drive innovation that supports efficiency and science-driven decision-making. This framework and fund could work in a similar way to Callaghan Innovation and enable access to research grants; research and development tax credits; and innovation funding to address issues such as emissions reduction and research including



sustainable aviation fuels, local Aotearoa New Zealand carbon offset schemes, and new visitor industry product development.

2. CO-GOVERNANCE MEMBERSHIP

What do you consider would be the best membership to support the establishment phase of the tourism collaborative data system?

BYATA supports the named appointment committee. Further to this we would welcome academic input from the likes of Dr Christian Schott, Associate Professor, Sustainable Tourism Management, Shane Vuletich from Fresh Info and Angus and Associates.

The membership should not have to commit resourcing to this project. For the project to flourish and meet its objectives funding must be made available from government in the form of;

1. MBIE Tourism Data and Analysis Budget
2. The International Visitor Levy
3. Separate Funding sourced from Industry Transformation Plan

3. ENGAGEMENT WITH THE TOURISM SECTOR

How would you like the Co-governance Group to engage with the sector so that diverse voices and needs around data and insights are incorporated into its actions?

The group should have specific communication resources and communication tools to provide updates to industry and the community from a centralised source.

This maximises a common understanding and centralised feedback loop. It enables different views to be voiced and avoid politicisation within representative groups based on their own communication structures and capabilities.

Feedback should be structured in a professional way that reflects good research practices. This can be done by way of regular online surveys, focus groups and informal feedback.

By only enabling communication through representative groups means only selected parts of the community are given the opportunity to understand progress or contribute. This undermines the core purpose of growing better industry and community understanding of the industry, its opportunities and impacts.

Thank you once again for the opportunity to contribute to the development of this critical pathway.
Nga mihi,

Chris Sperring | BYATA Chair

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