

12 March 2025

Department of Prime Minister and Cabinet
Parliament Buildings
WELLINGTON

By email: cyclonrecoveryunit@dmpc.govt.nz

Kia ora

Recovery Settings: Consultation on Draft Criteria

Tourism Industry Aotearoa welcomes the opportunity to submit on the consultation document prepared by the Department of Prime Minister and Cabinet as part of the process to develop New Zealand's response capability to significant natural hazard events.

TIA is the peak body for the tourism industry in Aotearoa New Zealand. With around 1,200 member businesses, TIA represents a range of tourism-related activities including hospitality, accommodation, adventure activities, attractions, retail, airports and airlines, transport, as well as related-tourism services.

Tourism is a major part of our society and economy. It is 17.2% of our exports, 7.5% of GDP and 10.7% of employment. Government has identified tourism as a priority industry to boost the economy, and the industry has the capacity to respond, thereby to further grow this already large industry.

Tourism happens all the time, and right across New Zealand. This means that tourism will be impacted by significant natural hazard events. We know this from Whaakari White Island, the Kaikoura earthquake and the earlier Christchurch earthquake sequence. Over recent years, there have been many visitors impacted by weather events on the East Coast and the West Coast. In their own ways, these events have had immediate impacts on tourism activities, followed by longer term implications that in some cases have taken many years to work through.

As such, tourism is very interested in how our system prepares for the events that we know happen on a periodic basis. Preparation is important and so we welcome the current process as well as other preparatory work, including by the National Emergency Management Agency (NEMA).

With respect to the current consultation on the criteria to support Government decision-making, we did not see the tourism perspective reflected in the paper and the draft criteria. We appreciate that these are not designed to be sector-specific, but we felt that the tourism dimension is significant in terms of its size and unique characteristics.

In our response to the consultation questions (attached) we have sought to set out how this tourism perspective can be integrated into the criteria and its supporting context information. We identify one specific aspect to consider as, or within, a criterion. That is, to recognise the systemic parts of our system that must be maintained in a response to a major event. We identify the aviation systems in this respect: the airlines, airports and helicopters, etc. that will play a central role in both the immediate and longer-term responses, and also in keeping the rest of our national aviation system working effectively.

We would be most pleased to elaborate on any points raised in the submission. If so, please contact Bruce Bassett on 021 609 674 or bruce.bassett@tia.org.nz.

Ngā mihi,

A handwritten signature in blue ink, appearing to read 'R Ingram', with a long horizontal flourish extending to the right.

Rebecca Ingram
Chief Executive

Modernising Conservation Land Management

	Question	TIA Response
1	<p>Will the criteria in Table 1 help the Government decide whether to get involved? What other criteria would help?</p>	<p>Tourism is an industry that moves people around. As such, it is a systemic part of our society enabling movement of people, and also a wide range of products and services. The aviation system that exists in New Zealand is very much there because of tourism demand, both international and domestic.</p> <p>In the event of a major event, tourism demand will be heavily affected which will in turn create a systemic problem for the country.</p> <p>While this impact may be contained in the criteria 'Severe or lasting impact', it would be much better to specifically reference disruption to the complex systems that make the nation as a whole work, and which will be vital for supporting the response to a particular event. For instance, having a functional Christchurch International Airport was vital to the response effort following the Christchurch earthquake sequence.</p> <p>Recommendation: Include a criterion around the impact on the systematic aspects of our country from an event, particularly those that will most likely be central to recovery processes. The aviation system is the obvious example of a sector that may need a government response of some sort to ensure its essential functionality is sustained under a range of different event scenarios.</p>
2	<p>Will the criteria in Table 2 help to determine which categories the Government should get involved in? What other criteria would help?</p>	<p>The criteria appear reasonable and would allow filtering of those events where it is not completely clear if a government response is needed.</p> <p>From a tourism industry perspective, it will depend on the nature of the event and the breadth of impact. For instance, a major Alpine Fault earthquake will likely severely impact the greater part of the South Island, and possibly in the North Island too.</p> <p>We suspect that the nature of a particular event will dictate the level of the response, and the sooner these decisions are taken will help, and so the criteria should serve this purpose.</p>
3	<p>If the government is considering getting involved in a category, are these the right steps and questions to determine to what extent and how to deliver support?</p>	<p>Again from a tourism perspective, the nature and role of tourism at places affected will need to be considered.</p> <p>For instance, The Queenstown area has an economy and workforce that is highly reliant on tourism which will be immediately impacted by a major event and, as we have seen with the 2011 Christchurch earthquake sequence, recovery takes many years and has only recently reached a position of normalcy. Similarly, Kaikoura, which is highly dependent on tourism, was impacted beyond the initial phase with roading and port remediation needed before it could get back to business.</p> <p>This suggests that particular consideration is needed around firstly the impact of the loss of tourism from a place, and secondly, what is needed for response and</p>

		<p>recovery. These are specific considerations that should form part of the recovery settings that are being put in place.</p>
4	<p>What else should the Government consider when deciding whether adjustments are needed to leadership settings and enabling mechanisms?</p>	<p>The timeframes involved will be important.</p> <p>For instance, we understand that this process is beyond the initial phase, but TIA is concerned how that will play out in a major event. The number of domestic and international people travelling around the country at any one time is significant. On a given day, the number of visitors to Queenstown is greater than the resident population. While the initial evacuation and medical responses will start immediately, it may take considerable time, particularly if air and road networks are not operating.</p> <p>This suggests that the Government response to a major hazard event will necessarily start immediately, with the longer-term role assessed on a considered basis.</p> <p>For tourism, the first priority lies with the welfare of our visitors and then with the implications for the industry itself, including its people and businesses.</p> <p>At one-fifth of New Zealand's export economy, it is very important that tourism as an industry is factored into considerations. And also, these tourism people and businesses will often be an important part of how we can respond to the event.</p>