

AUTHORITY

Charting the Course

#GTSHAWAII

OCTOBER 1-3 HONOLULU, HAWAI'I

For Global Good

The transformative power of tourism

Stephen England-Hall, Tourism New Zealand - Chief Executive



TRACT







This is the era of experience



Socially aware travellers

Giving back

Authentically experience a nations culture, people and values



For global good we must be:





The New Zealand story



3.8 million visitors

New Zealand's biggest export earner \$11 billion spend

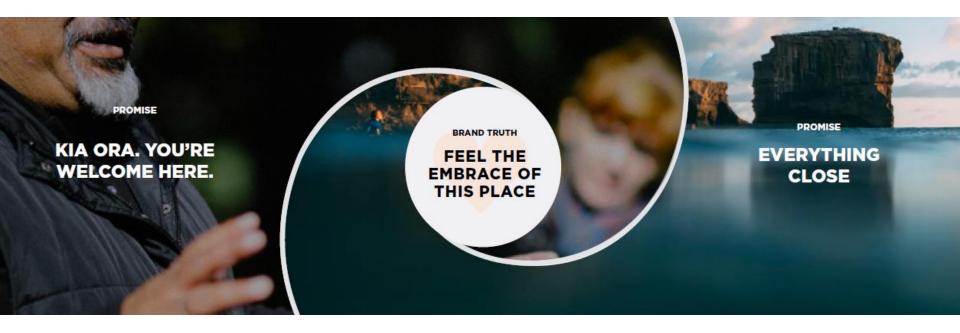


Tourism New Zealand's role





Our unique promise of people and place







Industry entrepreneurs





Case study: Kaikoura







Collaboration and Reciprocity







Thank you. Questions?









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