

Q& A

TOURISM TEMPERATURE WEBINAR - 21 April 2020



AIRLINES

Q. How is NZ placed for airlines in a post COVID-19 recovery, are we seen as the least interesting part of the world to think of in an airline restart?

A. It's important that we work closely with airlines and give them as much clarity as we can around border settings and show we are proactive in terms of re-establishing these links through the likes of the Smart Border. We are turning to a recovery plan phase and we will need to look at subsidising connections. BARNZ proposes to do this from a cost perspective such as border agency, navigation costs, airport charges – can we support subsidising these through an initial recovery phase to make it more attractive for airlines to re-establish connections. If we play it smart and have a COVID free/light environment we have some opportunities to be ahead of the rest of the world.

Q. What is your view on two major Chinese airlines still operate direct flights to NZ weekly? Will they halt at some stage if the border continues to be closed?

A. Two things that are fuelling these are cargo and the pools of people that are still able to travel (New Zealand nationals and permanent residents) which over time these pools will drain. It is hoped that cargo will be the main stay in maintaining those connections. Until there is a meaningful change on border restrictions the risk overtime is it will get harder and harder for these airlines to operate.

EDUCATION

Q. Will you be considering to apply 14 days enforceable quarantine package commercially for the international students who are willing to pay in advance? Also is the New Zealand government looking at boarder restrictions and is there any work being done?

A. Teams are looking at this from a practical and policy perspective. There are discussions happening with other government agencies as to how tight the restrictions are they going to be in the long term and are there going to be any potentially exemptions for different type of travellers i.e. students. ENZ is working with Economic Development Agencies together with tourism operators and TNZ to see if there is a way to bring students into NZ, stay with a hotel operator and get an online delivery of their programmes while they are in quarantine. Opportunity to innovate the products that NZ has to offer and engage with international students or travellers while they are in quarantine. Rules, regulations and capability around health is top of mind.

NZTE/ITOs

Q. Can we use ITO market knowledge to assist NZTE with opening up opportunities?

A. Yes possibly from a G to G perspective. There is a hub set up on the NZTE website specifically around COVID-19 with export information and by sector and economy – <https://www.nzte.govt.nz/>

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TOURISM NEW ZEALAND (TNZ)

Q. We are starting to see a raft of empathy/absence campaigns produced overseas and a very good video from ATEED last week. Is TNZ working on something similar? If not, how is TNZ keeping NZ as a destination in front of overseas visitors' minds? It seems like an opportune time to push out messages to many people locked down and surfing the net right now.

A. TNZ are working on something similar and have also been active on Social in the last few weeks. Currently working what that content should look like.

Q. Do you have any tips for New Zealand companies who are normally targeting international markets on how to improve their share of voice in the NZ market (with very limited budget)?

A. Connect in with your local Regional Tourism Organisation (RTO).

TRANS-TASMAN

Q. Is a short to medium term trans-Tasman bubble a realistic goal to pursue? Are the two export tourism councils involved in discussions around that?

A. Yes absolutely. The two export councils are aligned and in regular contact. Timing wise there is no indication as yet. ATEC feel that New Zealand may be in the lead of Australia in terms of readiness and given the current containment of the virus in each country. The capabilities of both countries getting processes right to provide a safe experience for customers is key. Discussions taking place around what do businesses need to do to be to be COVID ready?

Q. Do we know if the NZ government is actively working on systems & plans for when the borders able to open again? This will take time as involvement with airlines and foreign governments is needed.

A. The NZ Government will be working with Australia once each country has their situation under control and they can see a path forward. Both countries will be looking to support each with inbound and outbound travel.

Q. If the Trans-Tasman bubble does go ahead in the first instance could that be extend to include the Pacific Islands?

A. Likely, so long as the islands has their situation in control.