

# Gradual IVL increase, holistic approach required – TECNZ

13th June 2024 By Natasha Jojoa Burling | natasha@tourismticker.com | @tourismticker

**Tourism Export Council of New Zealand says increasing the International Visitor Conservation and Tourism Levy should not be rushed and all the fees travellers face coming here should be considered.**



All the fees visitors face coming to New Zealand should be considered in any IVL increase, says TECNZ. Image: Auckland Airport

TECNZ preferred any increase to the current \$35 rate to be either \$50 or \$70 and phased in over five years.

Feedback to the Ministry of Business, Innovation and Employment’s consultation on the IVL, which was introduced in 2019 for all visitors apart from Australians or Pacific Islanders, closed on Tuesday.

In its submission, TECNZ chief executive Lynda Keene recommended the government did not rush its decision to implement any new fee “without careful consideration of the entire visitor economy, booking trends and research into price sensitivity from source markets”.

She said an increase to the fee should happen over five years so visitors understand their contribution is going to support conservation and help tourism communities.



Lynda Keene

“Visitors appreciate knowing where their visitor levy is being spent,” Keene said.

She added that any increase should not happen until 1 October 2025 so offshore travel agents, who sell trips to New Zealand one to two years ahead, had time to adjust their prices.

There also needed to be a holistic approach across government agencies that were considering increasing visitor-related fees, levies and taxes.

“Place a visitor filter across all departments that derive revenue from international visitors, so we do it once and do it well,” Keene said.

“We must make buying a New Zealand holiday as simple as possible highlighting affordability and value across various segments of visitors.”

She also highlighted an industry concern that IVL money was being spent on projects that did not meet the original criteria of addressing conservation and tourism pressure.

“In future, once the criteria for the new IVL is developed along with the collection agency, governance and administration of the IVL is confirmed, we would expect all funds allocated to projects to meet the IVL criteria.”

The IVL consultation is part of MBIE’s scheduled five-year review of the fee.