



School of Management – Tourism Management Group

TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2013 series:

Robyn Henderson

Manager Tourism Policy, Ministry of Business, Innovation & Employment

China visitor market: Opportunities and challenges

Wednesday 9th October 2013, 12:30 - 13:30, followed by coffee

Rutherford House, 23 Lambton Quay, Level 12, Boardroom

China is our second largest and fastest growing visitor market and it is expected to continue to grow at a rapid pace so presents significant opportunities for New Zealand. However, Chinese visitors also have very different needs, wants and preferences from our traditional Western markets, as well as lower rates of satisfaction. In 2012 the Ministry led the 'China Market Review', a 100-day joint public-private sector project aimed at identifying the necessary actions to enable New Zealand to capture the full potential of the market. The review report was presented to the PM and Minister of Tourism in late 2012, and he launched it publicly during his trip to China in April 2013. MBIE is now working with key stakeholders on implementing the review recommendations, as well as exploring additional ambitious actions. The activities and changes currently focus on China will serve as a template for our approach to other emerging Asian markets.

This seminar will address the challenges and opportunities that arise from the China visitor market, and will provide an overview over the 'China Market Review, as well as the implications that arose from it and the actions that are currently undertaken.

Robyn Henderson is the Manager of Tourism Policy with the Ministry of Business, Innovation and Employment. The Tourism Policy team is responsible for policy advice on enhancing productivity and growing the value of tourism, New Zealand's second largest export sector. The team works with key stakeholders such as Tourism New Zealand, and provides advice to the Minister of Tourism (Prime Minister Rt Hon John Key) on challenges for the sector, and opportunities to leverage the broader benefits of tourism to the New Zealand economy.

For more information, please email tourism@vuw.ac.nz