



New Zealand 100% Pure

As Kiwis living in a beautiful country, with incredible scenery, fabulous food and wine, and a rich Maori culture, we get to enjoy the 100% pure experience 365 days of the year. And there are plenty of international tourists keen to have the same experience.

Tourism is one of New Zealand's most important industries and its success is vital for our future. One-in-ten working New Zealanders are employed in the tourism sector. It accounts for around one dollar in every five of our export earnings. And it makes up about 10% of our economy. That is why Prime Minister John Key is also the Minister of Tourism.



John Key

" I am extremely optimistic about New Zealand tourism and the part it will play in our future success. I have a clear vision for tourism – that we make the most of our advantages and seize the opportunities they provide. "

Tourism is going through a rough patch world-wise and we are feeling that sting but the New Zealand economy, and our tourist numbers, are holding up better than in many other countries. What's more, although visitor numbers are down, the overall tourist spend has barely declined at all, and confidence in the tourism sector actually increased in May over where it was a month earlier.

Two exciting tourist opportunities that the government is supporting wholeheartedly are the National Cycleway and the Rugby World Cup. The cycleway is an idea that came out of the Job Summit in February. It will be developed from a series of Great Rides through some of New Zealand's most beautiful scenery, with a long-term goal to create a nationwide network. \$50 million will be allocated through the budget over three years for the New Zealand Cycleway Project.

The cycleway will help create jobs. It will create a long term high-quality tourism asset that will help attract higher-value cycle tourists and complement our 100% pure brand. And it will help unite and inspire regional communities in these difficult economic times.

A couple of weeks ago the Prime Minister announced \$15 million to support the redevelopment of AMI stadium so that Canterbury can make the most of Rugby World Cup. We must seize this opportunity because it may be some time until we get another event as big as the World Cup.

The tourist potential around the Rugby World Cup is absolutely huge. It is the third largest sporting event in the world. It has a worldwide audience in the billions. And it runs for a very long time – 44 days – at a time that can extend our summer season by a couple of months.

A large proportion of the people who travel to New Zealand for the World Cup won't just come for the rugby. They will come for the festival atmosphere associated with the rugby – the wine and the food, the unique cultural experiences, and our world-famous hospitality.



Nicky Wagner

It shouldn't be too difficult for us one-eyed, rugby-mad Cantabarians to make sure they get what they are looking for. Most of us really enjoy showing off our fabulous country to tourists. Kiwis are well known for our friendliness which is an important part of the New Zealand tourist experience.

We can all play our part in making sure visitors enjoy New Zealand and that they leave the country singing our praises and yearning to return. And that will do great things for our economy and the future of our tourist industry.

Regards,

Nicky Wagner

P.S. I am always keen to hear from you, flick me an email, call my Christchurch office on 03 3658297, or pop in to my office at 189 Montreal St, Christchurch. And if you're a local do join our next Christchurch event.....

Up-coming Events in Christchurch Central

Art, Architecture and Chinese Cuisine -, [Visit the Fo Guang Shan Buddhist Temple - Sunday 24th May](#)

Full details are on the website www.nickywagner.co.nz

SoundBites is a monthly update from National MP - Nicky Wagner
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