

6 September 2023

Thank you for the opportunity to submit on the draft Tourism 2050 Blueprint.

Bed & Breakfast Association New Zealand wishes to make the following points in response to the document:

1. Overall, we agree with the direction laid out in Tourism 2050 – to benefit Aotearoa New Zealand through tourism, contributing positively to the community, environment and economy, while delivering high quality visitor experiences.
2. The hosted bed and breakfast sector is well positioned to deliver on many of the objectives laid out in the blueprint, as our properties already attract high value, high spending visitors who want to engage with their Kiwi hosts and are highly satisfied with their visits. Our members are encouraged to support the Tourism Sustainability Commitment and play an important role in their local communities.
3. Bed and Breakfast operators are typically micro businesses employing few, if any, staff. These owner-operators are passionate about sharing their homes and their region with their guests.
4. We are disappointed that the Industry Development Group for Tourism 2050 had no representation from the SME sector, which comprises the majority of tourism businesses in Aotearoa New Zealand. The success of the strategy will depend on engagement with and uptake from SMEs, and tactics to achieve this will be crucial. As the Tourism 2050 draft document notes (at pg. 15) there appears to be a lack of support to help SMEs raise standards across the industry. Therefore, we would ask that SMEs are represented on any future groups that will oversee the development and activation of Tourism 2050.
5. As TIA has already found with the TSC, SMEs need support to enable progress on sustainability. While operators are willing to become more sustainable, the daily pressures of operating their businesses must take priority. We support the proposal for an Aotearoa Tourism Centre noting that this initiative will need to provide support for SMEs to undertake other activities outlined in the document, such as carbon reduction and measurement, and championing predator-free initiatives.
6. In the same vein, there is real willingness among BBANZ members to engage with iwi and share Māori culture with their visitors. But they face challenges in discovering how to do this and who to engage with. Many iwi and hapū lack the resources needed to support the local tourism businesses, so appropriate structures, processes and guidance will be needed to achieve this action.
7. As noted above, many SMEs do not employ staff, and may not wish to grow their businesses to the point where they need employees. However, they may benefit from better businesses practices and improved productivity. We believe the actions relating to development of the tourism workforce need to be broadened to include growing business capability and productivity across the tourism industry. Access to finance can also be a challenge for these businesses, again restricting their ability to increase productivity and quality.
8. Tourism 2050 is also silent on some challenges facing the industry, such as short-term rental accommodation (STRA). Efforts to grow the tourism workforce will be unsuccessful if workers then cannot find accommodation in our tourism centres because property owners are more incentivised to provide STRA than rental accommodation. More regulation of STRA is required to ensure quality and safe accommodation, and to protect the reputation of the wider accommodation sector.

9. Compliance is another massive impediment to productivity. It is already a huge challenge for small business and the introduction of more, such as bed taxes or other tourism levies, will result in many deciding to leave the industry. The pace of change is enormous and the need for reliable information has never been greater, so having the tools and resources to manage this everchanging climate and survive in their business is vital for small tourism operations.
10. BBANZ strongly supports efforts to improve destination management across the motu. We recognise that funding is also needed to achieve other industry goals as outlined in the Tourism 2050 draft document. We will join any advocacy efforts to the incoming Government to secure sustainable and equitable funding, either through the ITP process or another mechanism.

## About BBANZ

Bed & Breakfast Association NEW ZEALAND is New Zealand's leading national organisation representing and promoting hosted accommodation including bed and breakfasts, homestays, farm stays, luxury accommodation, self-catering properties as well as small commercial sized bed and breakfasts. Go to <https://bandbassociation.co.nz/> for more information.

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