# Destination Management Planning

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| The New Zealand-Aotearoa Government Tourism Strategy was released in May 2019. This Strategy sets the Governments goals for Tourism and outlines how it will be implemented. One of the outcomes identified within the strategy is that tourism supports thriving and sustainable regions with the focus on creating sustainable tourism growth that is inclusive, with benefits distributed across all regions in New Zealand.As a result of this strategy there has been an increased focus on Destination Management Planning across New Zealand. The Government Investment Framework for Tourism identifies access as a key theme for the strategy where; “visitors need to be able to get to where they want to visit safely in a timely way for an appropriate cost. This includes air, road, rail, sea, trails and cycleways”.  Department of Conservation (DoC) and Ministry of Business Innovation and Employment (MBIE) are leading the development of several Destination Management Plans alongside a number of stakeholders including NZ Transport Agency and local councils across New Zealand. This presentation will explore how agencies with an interest in equitable visitor access to destinations are working together, and the importance of Transport Planning input into Destination Management Plans. Access to the region and tourism destinations is a huge factor in the quality of visitor experience. Transport Infrastructure also supports visitor volumes, customer expectations, resilience of access and safety.  |