

APacCHRIE

NEWSLETTER



OCTOBER 2024

Picture taken by

Khant Tain San



This Issue

- ◆ MESSAGE FROM PRESIDENT PAGE 01
- ◆ APacCHRIE CONFERENCE AND WEBINAR PAGE 02
- ◆ COUNTRY REPORTS PAGE 03
- ◆ APacCHRIE BOARD PAGE 10

Message from APacCHRIE President (2024-2025)



DR. LAWRENCE HOC NANG FONG
PRESIDENT

Associate Professor of Integrated Resort and Tourism Management
Faculty of Business Administration
University of Macau
E22 Room 3037 Avenida da Universidade
Taipa, Macau, China

Lawrence Hoc Nang Fong received his Ph.D. in Hotel and Tourism Management from the Hong Kong Polytechnic University. He is an Associate Professor of Integrated Resort and Tourism Management in the Faculty of Business Administration at the University of Macau. From 2019 to 2021, he served as the faculty's assistant dean in international and external relations. While he identifies himself as a tourism and hospitality scholar, his dream of doing something impactful motivates him to let his students shine and to do research that contributes to the industry and society. Lawrence's research interests are sensory marketing, social media marketing, cognitive impairment, and gambling behavior. His publications appear in leading tourism, hospitality, and gambling journals. He is serving on the editorial board of multiple renowned journals. In addition to academic works, Lawrence has rich experience in doing consultancy projects commissioned by the Macau S.A.R. Government and shopping center. From 2017 to 2023, he served as a member of the Economic Development Council (Macau S. A. R. Government).

His latest profile can be found here: <https://fba.um.edu.mo/faculty/lawrencefong/>.

SAVE THE DATE 2025 APACCHRIE CONFERENCE



ICHRIE CONFERENCE JULY 2024



2024 ICHRIE Conference was successfully held on 24-26 July 2024 in Montreal, Quebec, Canada. Dr. Lawrence Fong represented APacCHRIE to join the conference and was inducted as President. Prof. Sam Kim, Past President of 2021-2022, was announced as the recipient of the Lifetime Research Achievement Award at the Awards Dinner and Ceremony. Congratulations, Prof. Sam Kim!

APacCHRIE Webinar

SERVICE INNOVATION RESEARCH IN HOSPITALITY AND TOURISM

A registration banner for an APacCHRIE Webinar. The title is "Service Innovation Research in Hospitality and Tourism". The date and time are "29 November 2024 (Friday) 4 PM - 5 PM (Hong Kong Time)". It lists three panelists: Dr. Youngjoon Choi (Associate Professor, Ewha Womans University), Dr. Keiko Nishimoto (Professor, Ritsumeikan University Business School), and Dr. Jacey Choe (Assistant Professor, University of Macau). The moderator is Dr. Choongbeom (CB) Choi (Associate Professor, Sejong University). A QR code and registration link (<http://surl.li/lghtjt>) are provided. The APacCHRIE logo is in the top right corner.

OVERVIEW OF THE TOURISM AND HOSPITALITY INDUSTRY

The tourism and hospitality industry is one of the largest contributors to the national economy. In 2022-2023, the sector contributed approximately AUD 60.8 billion to the country's GDP, accounting for about 3.1% of the national total (Tourism Research Australia, 2023). This makes tourism one of the most important industries in Australia, comparable to other key sectors like agriculture, mining, and education. The sector employs around 621,000 people, representing 4.6% of the Australian workforce (Australian Bureau of Statistics, 2023).

The sector's diverse employment opportunities span across hotels, restaurants, travel agencies, tour operations, and event management, highlighting its role as a significant job creator across urban, regional, and remote areas.



<https://www.tourism.australia.com/en/insights/tourism-statistics/international-market-performance.html#:~:text=There%20were%207.97%20million%20visitor,84%25%20recovered%20compared%20to%20CY2019.>

Key international markets included New Zealand (19%), the United States (11%), the United Kingdom (10%), China (9%), and Japan (7%). Collectively, these visitors contributed around AUD 25 billion to the Australian economy, with significant spending on education, leisure, business, and VFR (visiting friends and relatives) segments.



FUTURE OUTLOOK

Looking ahead, the Australian tourism and hospitality industry is aiming for continued growth. International visitor numbers are projected to reach 9 million by 2026, driven by targeted marketing campaigns (such as Come and Say G'Day) and improved travel infrastructure (Tourism Research Australia, 2023). Investments in innovation, sustainability, and workforce development will be key to unlocking new opportunities and maintaining Australia's position as a leading global destination.

What are you waiting for? Come and Say Good Day!

Australia

INTERNATIONAL TOURISM AFTER THE PANDEMIC

International tourism is a vital source of income and global engagement for Australia, drawing visitors with its diverse offerings ranging from natural wonders like the Great Barrier Reef and Uluru to sophisticated urban experiences in cities like Sydney and Melbourne. In 2024, Australia welcomed approximately 7.97 million international visitors as global travel resumed following the pandemic (Tourism Research Australia, 2024).



KEY TRENDS AND CHALLENGES

- **Sustainability and Eco-Tourism:** There is an increasing emphasis on sustainable tourism, with travellers prioritising eco-friendly travel options. Australian operators are investing in sustainable practices, such as reducing carbon footprints, supporting local communities, and protecting natural habitats, to align with evolving consumer values.
- **Digital Transformation:** The adoption of digital technologies is reshaping the tourism experience, with more travellers using online platforms for booking and planning. Innovations such as virtual reality tours, contactless payments, and AI-driven customer service are enhancing convenience and engagement.
- **Labour Shortages:** One of the critical challenges facing the industry is a shortage of skilled workers, particularly in regional areas. This shortage has affected service quality and operational capacity, highlighting the need for targeted workforce development and training initiatives.



Dr. Edmund Goh
Country/Regional Representative-Australia

"SOUTH KOREA: A CULTURAL AND TECHNOLOGICAL JOURNEY - EMBRACING HALLYU, SUSTAINABILITY, AND INNOVATION"

SOUTH KOREA'S TOURISM RECOVERY AND GROWTH

In the first quarter of 2024, South Korea saw around 3.4 million international tourists, with about 1.5 million visitors in March—the highest monthly total since the pandemic. Particularly in the fourth week of March, tourist numbers hit 330,000, marking a 100.2% recovery compared to the same period in 2019, fully regaining pre-COVID visitor levels for the first time and marking a 97% recovery of pre-pandemic levels overall. The strongest growth was seen in markets like China, Japan, Taiwan, and the United States. The cherry blossom season, spring breaks in the Americas and Japan, and major events like MLB games in Seoul contributed to this resurgence. The Korean government continues to focus on mature markets and expanding tourism through tailored marketing efforts. Moreover, the steadily growing interest in K-pop, K-dramas, and Korean cuisine continues to attract millions of international fans. Popular destinations like Seoul, Busan, and Jeju Island have benefited from this cultural wave, with travelers eager to explore filming locations, attend K-pop concerts, and experience Korea's rich cultural heritage.



The Autumn of Deoksugung | Official Korea Tourism Organization (visitkorea.or.kr)

HALLYU'S ROLE IN REVIVING TOURISM

The global influence of Hallyu, or the Korean Wave, continues to be one of the key drivers behind South Korea's tourism recovery. K-pop acts like BTS and Blackpink, as well as globally popular K-dramas such as Squid Game and Crash Landing on You, have significantly boosted international interest in South Korea. Fans from Southeast Asia, North America, and Europe are flocking to the country, eager to visit filming locations of these famous dramas and attend K-pop concerts. Iconic landmarks such as Namsan Seoul Tower, Gyeongbokgung Palace, Bukchon Hanok Village, and Jeju Island—frequently highlighted in popular media—have become must-visit destinations for international tourists, attracting millions of visitors each year. This surge in interest underscores the power of South Korea's cultural exports and their ability to drive tourism. Seoul remains the epicenter of Hallyu, offering tourists a mix of modern attractions and cultural landmarks. Travelers can enjoy themed tours, visit K-pop entertainment agencies, and even attend exclusive fan events. Jeju Island is also promoting itself as a Hallyu destination with Hallyu-themed travel packages that combine cultural experiences with eco-friendly tourism.

DIGITALIZATION AND TECHNOLOGICAL ADVANCEMENTS

South Korea is at the forefront of smart tourism, driven by innovations in AI and contactless technology. Hotels in Seoul and Busan are leading the charge, offering AI-powered services such as automated check-ins and smart room systems that enhance the overall guest experience. In addition, the Korea Tourism Organization (KTO) has launched mobile applications that provide real-time language translation, personalized itineraries, and digital travel guides for international visitors. The country's museums and historical sites are integrating augmented reality (AR) and virtual reality (VR) to offer immersive experiences. For example,

South Korea

visitors to the National Museum of Korea can now explore ancient artifacts through VR, making history more accessible and engaging.

SUSTAINABILITY INITIATIVES IN SOUTH KOREA'S TOURISM SECTOR

As global travelers become increasingly eco-conscious, South Korea has prioritized sustainable tourism, particularly on Jeju Island. The Jeju Smart Eco-City Project is an excellent example of South Korea's commitment to sustainable travel, with its emphasis on renewable energy and green infrastructure. Eco-friendly resorts, electric vehicle options, and green tour packages make Jeju a model for sustainable tourism in Asia. It is positioning the island as a leader in eco-tourism, attracting visitors who seek sustainable travel options.

In addition to Jeju, the South Korean government is actively promoting lesser-known, rural destinations such as Seoraksan National Park and Andong Hahoe Folk Village. These locations offer a more authentic and environmentally friendly travel experience while helping to reduce over-tourism in urban centers like Seoul.



Seas of Jeju Island Official Korea Tourism Organization (visitkorea.or.kr)

UPCOMING ADVENTURES IN SOUTH KOREA

With the ongoing global fascination with Hallyu, paired with South Korea's commitment to sustainable tourism and technological innovation, the country is currently more than ready to welcome international travelers. Whether the tourist is a fan of K-pop, intrigued by the country's rich history, or drawn to its cutting-edge tech innovations, South Korea offers a unique blend of experiences that promise to captivate every type of traveler. Now is the perfect time to explore all that South Korea has to offer. Start planning your adventure today!

For more information, visit the [Ministry of Culture, Sports, and Tourism] (<https://www.mctst.go.kr/english/index.jsp>).



Dr. Hyun-Jung (Helen) Choi
Country/Regional Representative-South Korea

In Osaka Japan, preparations for our hallmark event have reached their final stage.

The opening of the 2025 Japan International Exposition, commonly known as the "Osaka-Kansai Expo," approaches on April 13, 2025. We had an opportunity to hear from Mr. Yasumasa Kawamura, a councilor from the Expo Association, about the overview of the event, the current preparation status, and its expected impact on overall tourism industry in Japan.

From the 50th floor of the Osaka Prefectural Government Building, you can look down on the man-made island "Yumeshima". The left half is designated for the Expo 2025, while the right half is reserved for the integrated resort area which will open in 2030. The "Great Roof Ring," one of the world's largest wooden structures and a symbol of the Expo, is finally connected to form a single loop. This massive structure is two kilometers long, with an inner diameter of 615 meters and a height of 20 meters – what a giant structure! From the rooftop of the ring, you will have a panoramic view of the entire Expo site and the beautiful Inland Sea, as if the ring is a gigantic observation deck.



Inside the ring, international pavilions line up. Each building has a very unique design like no other, which might be challenging for Japan's general contractors. Next to them are eight signature pavilions. At the center of the ring they place a tranquil space called the "Forest of Silence." Isn't it a very "Japanese" concept setting aside such a peaceful area amidst the bustle of the Expo?

However, I would like to focus the Expo 2025 Official Experiential Travel Guides, a tourism portal designed to encourage all the visitors to travel different regions in Japan, by proposing experiences and ways to spend time related to the Expo's themes. The portal will feature content such as regional attractions (special stories and videos), experience products linked to Expo themes, and introductions to local events.

The portal directly reach the 28.2 million Expo visitors (including 3.5 million inbound tourists), and 328 applications have already been submitted from all over Japan ahead of the start of ticket reservations on October 13. Below is an example: a promotional video titled "Discover the Mystical Landscapes Created by Nature and Ainu Culture" (Akan, Hokkaido).



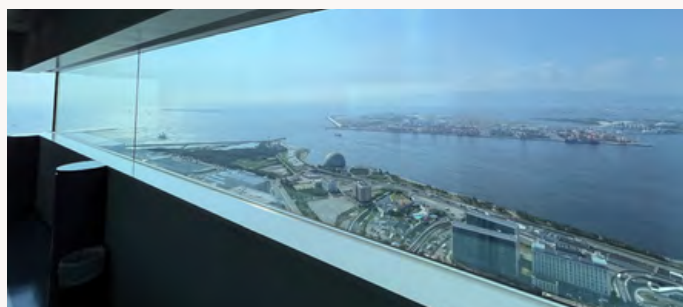
Japan

This is the way they try to create a legacy – by promoting tourism initiatives across Japan.

When we hear about the Expo in the media, it's usually the negative aspects that are reported. That's because there is currently not much else to report. However, as the full picture of the Expo becomes clear over the next six months, the media coverage is expected to shift towards more positive stories. In anticipation of this, the 700 employees of the Expo Association and the participating exhibitors are working together for the successful event. After listening to Mr. Kawamura's lecture, I am personally looking forward to experiencing the Expo. If you have the opportunity to visit the Osaka-Kansai Expo, please be sure to stop by Ritsumeikan University's Osaka Ibaraki Campus. Coincidentally, our campus is located next to a beautiful park that was built on the site of the previous Osaka Expo which was held in 1970.



By the way, this photo was taken from a certain spot on the 50th floor. The view from this location offers the best panoramic perspective of Expo and integrated resort site, Yumeshima. If you will come to Osaka, I'll let you know this secret location for you.



Prof. Keiko Nishimoto
Country/Regional Representative-Japan

Following the decline in revenue of Macau after COVID-19, the government introduced the “1+4” strategy program to diversify its economy and avoid over-reliance on a single sector of the economy while allowing other sectors to grow. In this framework, “1” symbolizes the establishment of a “One Centre” dedicated to integrated tourism and leisure. At the same time, the “4” delineates four burgeoning sectors aimed at broadening the economic base: the Big Health industry, modern financial services, high technology, and the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector. MICE is one of the major industries that is considered critical to boost Macau’s economy. Integrated Resorts in Macau have taken steps to incorporate the idea of “1+4 strategy program” into their business operations. For example, Galaxy Entertainment Group opened one of Asia’s most iconic and advanced “Galaxy International Convention Center (GICC)” to provide the space to host MICE events.



Source: <https://www.galaxymacau.com/hotels/andaz-macau/>

Backed by government initiatives, Macao has hosted significant tourism industry events, such as the Pacific Asia Travel Association Annual Summit 2024 and the 2023 Global Tourism Economy Forum, further cementing its status as a leading destination and central hub for global tourism conferences. Especially in the Global Tourism Economy Forum, more than 14,000 people in person attended, with more than 2.3 million people following online from six different continents. This set the pace for hosting other major events in Macau. At the end of 2023, Macau hosted a total of 1,139 MICE events, with 1,602,000 participants and attendees. In terms of revenue, MICE receipts contributed approximately MOP 6.2 billion in 2023.

Furthermore, in the first half of 2024 alone, Macau has hosted 702 MICE events of different types and subjects. MICE-driven receipts were estimated to be approximately MOP 2.47 billion in the first half of 2024. According to the Macau Trade and Investment Promotion Institute (IPIM), Macau currently has MICE resources and venues spanning over 240,000 square meters and 40,000 hotel rooms with well-improved facilities for holding MICE events.

Figure 1- MICE Events by Type and Subjects



Source: <https://www.dsec.gov.mo/en-US/Statistic?id=407>

MACAU AS THE
“BEST CONVENTION CITY” IN ASIA

MACAU



Source: <https://www.gov.mo/en/news/311264/>

Building on the impressive statistics of holding MICE events, Macau has achieved a significant milestone, having been named as Asia’s best convention city for the second consecutive time at the International Enterprise Convention (Valles, 2024). This award demonstrates that Macau has established itself as a leading destination for MICE events, and it underscores Macau’s commitment to infrastructure development, venue capabilities, service quality, and the overall MICE ecosystem, positioning Macau as an attractive and versatile destination for global business travellers.

According to IPIM, some organizers of the international enterprise convention cited that “Macau is highly experienced in holding MICE events”. Having comprehensive catering, accommodation and supporting facilities coupled with a superior business environment and trade resources, Macau is capable of providing participants with a unique MICE experience and diverse entertainment options during their leisure time. As Macau continues to strengthen its MICE capabilities and reputation, the city is poised to attract an increasing number of large-scale conferences and events, further contributing to its economic diversification and solidifying its position as a leading business events hub in the Asia-Pacific region.

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Dr. Jacey Choe
Regional Representative-Macau

HONG KONG

Hong Kong's 480 Intangible Cultural Heritage Items

When discussing the first impression of Hong Kong, tourists often envision its vibrant cosmopolitan atmosphere, bustling streets, and stunning skyline. However, there is so much more to this city than meets the eye, as many overlook its rich intangible cultural heritage. Yet, this city has much more to offer beyond its surface, with many people missing out on its unique cultural assets. Despite being a compact city, Hong Kong boasts 480 intangible cultural heritage items.

Hong Kong began compiling its list of intangible cultural heritage items in 2007, following China's ratification of the UN Convention for Safeguarding the Intangible Cultural Heritage in 2004. The government's decision to identify 480 items for protection has been welcomed by supporters of these diverse activities. The extensive list encompasses a wide range of traditions, from various branches of kung fu to local rituals and techniques for preparing delicacies such as salted fish, snake wine, and milk tea. This unique aspect of Hong Kong's culture has been passed down through generations, preserving traditional methods and flavors that have become an integral part of the city's identity.

Hong Kong is known as a gourmet paradise, where many of the intangible cultural heritage items focus on food-making techniques. This culinary landscape is a vibrant tapestry of flavors and traditions, reflecting the city's diverse cultural influences. From the intricate art of dim sum preparation to the time-honored methods of crafting traditional pastries and noodles, these techniques have been handed down through generations. Each dish tells a story, embodying the rich history and communal spirit of the city. As locals and visitors alike indulge in these culinary delights, they not only savor the unique tastes of Hong Kong but also participate in the preservation of its cherished food heritage.

To prevent these cultural treasures from being lost forever, the city plans to implement measures aimed at preserving these invaluable practices. The Intangible Cultural Heritage Office hosted the "Taste of Intangible Cultural Heritage" Roving Exhibition to raise public awareness of the importance of preserving and appreciating Hong Kong's food culture in the Intangible Cultural Heritage Inventory. Efforts from the private sector are also evident. Cathay Pacific Airways, Hong Kong's home airline, features local culinary delights to showcase the authentic cuisines the city has to offer. Passengers can enjoy egg tarts and wonton noodles in-flight, getting a taste of Hong Kong's culture.



Hong Kong Flavours In-Flight Dining (Source: https://flights.cathaypacific.com/en_HK/flying-with-us/inflight-dining/hong-kong-flavours.html)

If you have a chance to visit Hong Kong, immerse yourself in the local culture by joining a dim sum-making workshop. You will have a truly immersive cultural experience and feel like a local for a day. In these workshops, skilled chefs will guide you through the intricate process of crafting traditional dim sum, from kneading the dough to preparing delicious fillings. As you learn the techniques and secrets behind this beloved cuisine, you'll gain insight into the history and significance of dim sum in Hong Kong's culinary landscape. This hands-on experience will leave you with lasting memories and a deeper understanding of what makes Hong Kong's food culture so unique.



(Source: https://www.tcho.gov.hk/en/web/icho/taste_of_ICH_2.html)

"Taste of Intangible Cultural Heritage" Roving Exhibition



Dr. Louisa Lee
Regional Representative-Hong Kong

China is a country with a long history, rich culture, and diverse natural landscapes, boasting numerous hotels and breathtaking tourism resources. As of the end of 2023, there are nearly 869,088 hotels in China, with economic hotels accounting for 81.4%, mid-scale hotels accounting for 17.4%, and high-end hotels accounting for 1.2%. The total number of hotel rooms is 28.88 million. There are a total of 15721 A-level scenic spots in China, which will receive 5.75 billion tourists and generate tourism revenue of 406.87 billion yuan in 2023. Here are some introductions to tourism resources:

1. Cultural Heritage:

The Forbidden City: Located in Beijing, it was a royal palace of the Ming and Qing dynasties, and also the largest and most well preserved wooden structure ancient architectural complex in the world.

The Great Wall: Winding through the north of China, it is an ancient military defense project and one of the world cultural heritages.

Terra Cotta Warriors: Located in Xi'an, Shaanxi Province, it is part of the Mausoleum of the First Qin Emperor, demonstrating the military and artistic achievements of the Qin Dynasty.

2. Natural Landscape:

Mount Huangshan: Located in Anhui Province, it is famous for its unique pines, strange rocks, sea of clouds and hot springs.

Jiuzhai Valley: Located in Sichuan Province, it is famous for its colorful lakes, waterfalls, snow mountains, forests and Tibetan customs.

Zhangjiajie: Located in Hunan Province, it is renowned for its unique sandstone peak forest landscape and rich biodiversity. The movie Avatar was filmed here.

3. Historical city:

Xi'an: Xi'an was known as Chang'an in the Tang Dynasty. It is one of the four ancient capitals of China with rich historical relics such as the Big Wild Goose Pagoda and the Small Wild Goose Pagoda.

Hangzhou: Known for its beautiful West Lake and long history and culture, it was the capital of the Southern Song Dynasty.

Suzhou: Known for its classical gardens and canals, it is a representative of the water towns in Jiangnan of China.

4. Religious holy sites:

Potala Palace: Located in Lhasa, Xizang, it is a holy land of Tibetan Buddhism and a world cultural heritage.

Mount Emei: Located in Sichuan Province, it is one of the four famous Buddhist mountains in China, attracting numerous tourists with its beautiful natural scenery and Buddhist culture.



THE TERRACOTTA
WARRIORS

Source: <https://finance.sina.com.cn/jjxw/2024-04-19/doc-inasiivy7596001.shtml>

CHINA



THE GREAT WALL

Source: http://www.360doc.com/content/23/0825/19/10674139_1109386194.shtml

5. Modern cities:

Shanghai: China's economic center, with the Bund, Oriental Pearl TV Tower, Shanghai center Tower and other modern buildings.

Shenzhen: It is a window of China's reform and opening up, renowned for its innovative spirit and high-tech industries.

6. Ethnic customs:

Yunnan: It has diverse ethnic cultures and natural landscapes, such as the Old Town of Lijiang, Dali Erhai Lake, Xishuangbanna Tropical Rainforest, etc.

Inner Mongolia: It attracts tourists with its vast grasslands, Mongolian culture, and activities such as the Nadam Fair.

7. Food culture:

Each region in China has its own unique culinary culture, such as Sichuan's spicy food, Guangdong's Cantonese cuisine, Beijing's roast duck, and so on.

China has abundant tourism resources, whether it is tourists interested in history and culture, or travelers who enjoy natural scenery and modern cities, they can find suitable tourist destinations in China.



THE FORBIDDEN CITY

Source: <https://www.douyin.com/note/7212123386271616290>



Prof. Kevin Shichun Yu
Country/Regional Representative-China

NEW ZEALAND



Figure 1: Port Hills, Christchurch by Julian Apse
<https://www.tourismnewzealand.com/news-and-activity/tourism-new-zealands-response-to-covid-19/>

NEW ZEALAND'S VISITOR STATISTIC

In the year leading up to July 2024, New Zealand welcomed a remarkable 3.22 million overseas visitors, marking an impressive increase of 604,000 compared to the previous year. Notable surges in arrivals were observed from several countries, with China leading the way by contributing an additional 167,000 visitors for a total of 241,000. Australia remained the main source of arrivals in New Zealand's tourism landscape, sending 1.31 million visitors—up by 73,000. Other countries showing significant growth included United States, Korea, Japan, Taiwan, and India, each contributing to the vibrant influx of travellers (Stats NZ, 2024).

New Zealand's tourism landscape in 2024 reflects a vibrant recovery. However, it's essential to note that while these numbers are encouraging, they still remain 17 percent lower than the pre-pandemic peak of 3.9 million in June 2019. Among New Zealand's top source countries, only India has consistently exceeded pre-pandemic levels, achieving an impressive 130 percent of its June 2019 visitor numbers.

In contrast, visitor numbers from the United States and Australia hovered around 103 percent and 86 percent of their respective pre-pandemic levels, indicating a gradual but steady return to form for New Zealand's tourism sector (Stats NZ, 2024).



Figure 2: Sunrise at Roys Peak. A photograph by Crystal Brindie
<https://www.doc.govt.nz/parks-and-recreation/places-to-go/otago/places/wanaka-area/things-to-do/roys-peak-track/>

NEW ZEALAND'S INCREASED INTERNATIONAL TOURISM LEVY

Starting October 1, New Zealand's International Visitor Conservation and Tourism Levy (IVL) will increase from \$35 to \$100, nearly tripling the cost. The government believes this increase will boost economic growth and support conservation efforts, despite concerns that it may deter visitors (Pollok, 2024). The IVL, which was first introduced in 2019, ensures that travellers, tourists and working holidaymakers, will help fund public services and tourism sites. A recent consultation showed 93% of respondents supported the increase, with the government citing significant contributions from international visitors—over \$11 billion spent in the year ending March 2024 (Ensor, 2024).

Visitor Reactions

In a recent unofficial survey within the New Zealand Travel Tips Facebook group, most tourists did not view the levy increase as a deterrent. Among 1,099 respondents, 83% of those subject to the levy said it wouldn't affect their travel plans, with 80% of non-levy payers considering the \$100 fee reasonable. Responses varied, with some arguing that \$100 is minimal compared to the overall trip expenses, while others felt the increase reflects an unfriendly approach to tourism. Many agreed that if the funds were allocated properly to support infrastructure and conservation efforts, the increase would be justified. Overall, visitors showed a mix of support and apprehension, highlighting the need for transparency in how the levy revenue will be used (Pollok, 2024).

TOURISM NEW ZEALAND'S CAMPAIGN: A RESTAURANT WITH THE MOST STARS



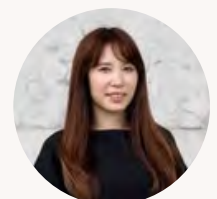
Figure 4: <https://business-events.newzealand.com/news-and-success-stories/new-zealand-serves-up-the-restaurant-with-the-most-stars/>

Tourism New Zealand has launched a campaign promoting the country's cuisine and stargazing to boost year-round visitation, particularly from March to November. This initiative is part of a four-year strategy aiming to double exports and increase tourism revenue by \$5 billion by 2028. Chief Executive René de Monchy emphasizes the campaign's goal to establish New Zealand as a desirable year-round destination, highlighting the importance of stargazing, dark skies and culinary experiences to attract international visitors.

Additionally, the initiative includes trade training resources for travel agents and extensive social media outreach, aimed at enhancing off-peak tourism and reinforcing New Zealand's unique hospitality culture of hosting guests, known as "manaakitanga" (Tourism New Zealand, 2024). Such initiatives offering culinary experiences that showcase New Zealand's remarkable hospitality industry have the potential to significantly boost the sector, particularly during challenging times. By attracting tourists with New Zealand's unique gastronomic offerings, these efforts can play a crucial role in revitalizing the industry.

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Dr. Chloe Kim
Country/Regional Representative-New Zealand

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Taiwan	Prof. Meng-Lei (Monica) Hu
Thailand	Dr.Arinya Pongwat
Vietnam	Dr. Minh Nguyen