

The **project partners** have been implementing an action plan with a range of initiatives across all stages of the tourism supply chain. The stages are:

- planning/booking
- in-flight
- arrival
- on the journey.

The actions are targeted at both international and domestic visitors, where appropriate, and in many cases benefit all road users. These initiatives will collectively strengthen all parts of the roading system - safe vehicles, safe speeds, safe roads and roadsides, and safe users.

Planning and booking

- » An online training module designed to educate overseas travel agents on safe driving messages - available in seven languages. (Tourism New Zealand)
- » Road safety leaflets included with each New Zealand visitor visa issued in China and India. (NZ Transport Agency, Immigration NZ)
- » Road safety information provided to successful applicants for working holiday and student visas. (Tourism Industry Aotearoa, Immigration NZ and NZ Transport Agency)
- » A video presented by Chinese reality star Huang Lei - available via social media. (Tourism New Zealand)
- » Videos for Chinese, Indian, German and US drivers via Tourism New Zealand international channels including social media/websites. (Tourism New Zealand)
- » Web resources with safe driving information:
 - www.newzealand.com
 - www.nzta.govt.nz
 - www.drivesafe.org.nz
- » The Automobile Association's online visiting drivers training programme is available in six languages. (Automobile Association)
- » Road safety messages are provided through Tourism New Zealand channels: I-sites, advertising campaigns and other channels as appropriate. (Tourism New Zealand)
- » Videos and links to NZ Transport Agency information for visiting drivers on Air New Zealand's international websites. (NZ Transport Agency, Air New Zealand)

- » Tourism New Zealand safer driving campaign in China with leading online car rental platform Zuzuche. (Tourism New Zealand)
- » Driving in New Zealand booklet in 11 languages. (NZ Transport Agency)
- » Road safety messaging used by New Zealand's international airports. (NZ Transport Agency and airports)
- » Information in travel guides. (NZ Transport Agency)

In-flight

- » Air New Zealand's 'Driving in New Zealand' app is available on long-haul flights and videos on driving in New Zealand, in a range of languages, are available on all international flights. (Air New Zealand, Tourism New Zealand, NZ Transport Agency)

On arrival

- » **Rental vehicle operators' code of practice** - establishes agreed standards and practices for operators to follow when informing visitors about driving in New Zealand. These practices include assessing visitors' preparedness to drive here and providing safety material such as **steering wheel tags** and brochures at rental counters. The code is regularly reviewed and promoted to encourage industry uptake. (Rental Vehicle Association and Tourism Industry Aotearoa)
- » **Guidelines for rental vehicle operators.** (Tourism Industry Aotearoa and Rental Vehicle Association)
- » **Guidelines for accommodation providers** - to help them provide practical driving advice to their guests. (Tourism Industry Aotearoa)
- » Rental vehicle operators in Queenstown and the West Coast are sharing information about hirers who have had their rental agreements cancelled. Police are working with rental vehicle operators to advise them when a driver should not be allowed to re-hire after being found speeding or driving carelessly. (Rental vehicle operators and NZ Police)
- » Road safety information provided to overseas licence holders converting to a New Zealand licence. (NZ Transport Agency, Automobile Association and VTNZ)

For more information go to www.saferjourneys.govt.nz/visitingdriversproject

- » Road safety information provided to people buying a car in New Zealand while on an overseas licence. (NZ Transport Agency, Automobile Association and VTNZ)
- » Road safety information targeted at students who buy or borrow a car. (NZ Transport Agency)

On the journey

- » Road and roadside initiatives in the project regions:
 - Rumble strips, directional arrows, and 'no passing' markings
 - Safety barriers
 - Car park and rest area upgrades
 - Electronic speed indicator signs
 - Improved signage:
 - traffic courtesy signs
 - more curve advisory signs
 - rest area and lookout signs
 - keep left signs.
- » Visible NZ Police presence on key tourist routes during the summer season. (NZ Police)
- » Facebook messaging campaigns targeting visitors from all countries at specific times. (Tourism New Zealand)
- » Qyer's (China's #1 outbound travel website) and other mobile media campaigns using location-based targeting at specific times. (Tourism New Zealand)
- » Roadside checks of rental vehicles as part of commercial vehicle check operations. (NZ Transport Agency, NZ Police)
- » Roadside leaflet for NZ Police to use on their handheld devices to explain key road safety concerns in 11 languages. (NZ Transport Agency, NZ Police)
- » Adjustment of Google Maps travel times to be more reflective of our roads. (NZ Transport Agency)

- » A summer education campaign in the project regions of Otago, Southland and the West Coast.
 - The campaign targets visiting drivers from the top six countries in terms of crash statistics - Australia, Germany, China, USA, UK and India. The messages will also reach all visitors to the regions.
 - The message **NZ Roads are different. Allow extra time** appears on:
 - billboards
 - truck and coach backs.
 - The other key messages are:
 - **Remember to keep left.**
 - **NZ roads can be narrow, winding, and steep. Allow extra time.**
 - **Journeys may take longer than you think. Allow extra time.**
 - **Save overtaking for long, clear, straight roads.**
 - **Taking photos? Pull over somewhere safe.**
 - These messages appear on:
 - posters in public toilets along key visitor routes
 - digital screens in petrol stations, hotel lobbies and at Christchurch, Queenstown and Dunedin airports
 - takeaway coffee cups at cafes along key visitor routes
 - digital advertising and Facebook posts directed at the target audience while they are on their mobile devices in Southland, Otago or the West Coast.
 - A further key message which will appear in some targeted digital advertising, hotel screens, and posters is **Everyone must wear a seatbelt. It's the law.**

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