

- » A number of organisations from central and local government and the tourism industry are working together to ensure all visitors to Otago, Southland and the West Coast have a safe and enjoyable holiday experience.
- » There is no single solution, or single organisation that can improve road safety for visitors (international and domestic) and locals. It takes many organisations working together to improve safety across all aspects of the road system – roads and roadsides, speed, vehicles and road use.
- » The project has delivered a range of initiatives that focus on road safety at each stage of a visitor's holiday – planning and booking, in-flight, arriving in New Zealand, and when driving on our roads.
- » Many of the project's education initiatives benefit all international visitors to New Zealand because they reach them before they begin driving.
- » There is a specific roads and roadsides focus in Otago, Southland and the West Coast geographical areas and key tourist journeys within these areas. These engineering initiatives benefit all road users in these regions.

Planning and booking

- » Tourism New Zealand and other tourism partners are upskilling tourist operators overseas about driving in New Zealand. They are also providing information for people planning a visit to help them understand what it is like to drive in New Zealand. This helps visitors make safe choices about driving here. For example having realistic journey times, booking a night's accommodation when they arrive before driving, and choosing a safe vehicle.

In-flight

- » Air New Zealand has developed a Driving in New Zealand app that is available on all long-haul international flights. It also has videos on driving in New Zealand (including some developed by Tourism New Zealand), in a range of languages. These initiatives give visitors another opportunity to engage with safe driving information before they get in a vehicle here.

On arrival

- » Many international and domestic visitors are reached by rental vehicle operators. The Rental Vehicle Association and Tourism Industry Aotearoa's Code of Practice

recommends a range of activities including 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.

- » Accommodation providers have access to the Tourism Industry Aotearoa's toolkit which gives them information and resources to have a road safety conversation with visitors.

Journey

- » Engineering improvements are being made to roads and roadsides in Southland, Otago and the West Coast as part of the Visiting Drivers Project. They are designed to reduce the likelihood of crashes occurring and to minimise the consequences when they do occur. Some of our roads are challenging for people unfamiliar with them, not just overseas visitors. Some successful roads and roadsides initiatives in the project regions have been replicated throughout the country.
- » NZ Police has a visible presence on certain key tourist journeys during the summer season. They have access to a resource (in 11 languages) on their handheld devices to explain key road safety concerns.

Education campaign

- » An education campaign is running for the 2016-17 summer (to April 2017) and the 2017-18 summer (to April 2018) 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 main objective of the campaign is to help visiting drivers recognise that New Zealand's roads are different from what they're used to and encourage them to adjust their driving when necessary.
- » The campaign's messages reach overseas visitors when planning and booking their holiday, on arrival and when driving on New Zealand's roads.
- » Campaign material – billboards, posters, bar coasters and coffee cups – ensure the road safety messages reach all visitors to the project regions – not just those from overseas.

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