

- » The Visiting Drivers Project was established in March 2014 under the Signature Programme which is part of the government's road safety strategy to 2020, Safer Journeys. The project is led by the NZ Transport Agency on behalf of the government.
- » Its purpose is to improve road safety for, and of, domestic and international visitors, while maintaining New Zealand's reputation as an attractive and safe tourist destination.
- » It aims to reach all international visitors to New Zealand (and domestic visitors where appropriate) when they're planning and booking, in-flight, on arrival, and when driving on our roads.
- » The project has a roads and roadsides focus in Otago, Southland and the West Coast where overseas visiting drivers make up a significantly large proportion of the traffic in summer. These engineering initiatives benefit all road users in the project area - not just visitors.
- » The Visiting Drivers Project represents a significant investment from the government and the project partners. This includes over \$25 million invested by the Transport Agency, in addition to investment from the project partners for the initiatives they lead.
- » The project partners developed an action plan of complementary initiatives to strengthen all aspects of the road system - safe vehicles, safe speeds, safe roads and roadsides, and safe users.
- » The initiatives reflect New Zealand's key host responsibilities to:
 - ensure drivers are well informed; they have made good choices based on their driving experience, correct travel times, speeds, road types and conditions; have chosen a suitable vehicle and are prepared for New Zealand driving conditions
 - ensure roads and roadsides support a safe journey and experience, with good rest spots and opportunities for photography stops, and increased safety measures on key tourist routes to protect all road users when a mistake on the road happens
 - ensure New Zealand actively looks after its visitors, supporting them to enjoy their experience, and to rescue and care for them when crashes occur.

Project partners

- » A partnership approach is the best way to ensure we can help people make safe and informed choices at every stage of their journey. All the partners are committed to working together to find ways to keep visitors safe on our roads.
 - NZ Transport Agency
 - Ministry of Transport
 - New Zealand Police
 - Queenstown Lakes District Council
 - Southland District Council
 - Buller District Council
 - Grey District Council
 - West Coast Regional Council
 - Westland District Council
 - Environment Southland
 - Automobile Association
 - Rental Vehicle Association
 - Tourism Industry Aotearoa
 - Tourism New Zealand
 - Tourism Holdings Ltd
- » The project partners acknowledge the ongoing support of additional organisations who contribute to the success of the overall project. These organisations include: the Ministry of Business, Innovation and Employment, Air New Zealand, Dunedin Airport, Queenstown Airport, Christchurch Airport, Wellington Airport, Auckland Airport, CamperMate, the High Commission of India and the Embassy of the People's Republic of China in New Zealand.

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