

We asked **New Zealanders** what they would like their local tourism industry to focus on most in the future...

“These results underline the critical role that tourism could play in the country's economic recovery. Few sectors, if any, can create jobs at scale in every community across New Zealand while also supporting other sectors, for example, by providing a seasonal labour force for fruit picking or harvesting. So, it seems vital that we get the tourism industry back on its feet as quickly as possible and just as soon as it's safe to do so.

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