

The project partners have developed an action plan with a package of short, medium and long-term initiatives across all stages of the tourism supply chain. The stages are planning, booking, in-flight, arrival and journey. The actions are targeted at both international and domestic visitors where appropriate.

These initiatives will strengthen all parts of the roading system - safe vehicles, safe speeds, safe roads and roadsides, and safe users - and collectively achieve a bigger impact.

Planning/booking stages

Commenced in 2015 (ongoing)

- » Online training module for overseas travel agents to educate them on safe driving messages. Available in seven languages.
- » Road safety leaflets included with each New Zealand visitor visa issued in China.
- » Video presented by Chinese reality TV star Huang Lei - available via social media.
- » Videos for Chinese, Indian, German and US drivers via Tourism New Zealand international channels including social media/websites.
- » Refreshed road safety collateral:
 - **Keep left poster**
 - **Information cards**
 - **Steering wheel tags**
- » Refreshed partner web resources:
 - www.newzealand.com
 - www.nzta.govt.nz
 - www.drivesafe.org.nz
- » Refreshed web resources:
 - www.newzealandnow.govt.nz
- » Safety messages through Tourism New Zealand channels: I-site, advertising campaigns and other channels as appropriate.
- » Use of New Zealand's residential diplomatic corps channels to increase provision of road safety information.
- » Adjustment of Google Maps travel times to be more reflective of our roads.

- » Videos and links to NZ Transport Agency information for visiting drivers on **Air New Zealand's international websites**.
- » Automobile Association's online **visiting drivers training programme**, available in six languages.
- » Tourism New Zealand safer driving campaign in China with leading online car rental platform Zuzuche.

Commencing in 2016-17

- » Road safety leaflets included with each New Zealand visitor visa issued in India.
- » Road safety information provided to successful applicants for working holiday and student visas through Immigration NZ.
- » Road safety messaging for Australian drivers focusing on winter driving and the ski season.
- » Refreshed **Driving in New Zealand** leaflet.
- » Road safety messaging to be used by New Zealand's international airports where possible.
- » Road safety messages into Tourism New Zealand campaigns as appropriate.

In-flight stage

Commenced in 2015 (ongoing)

- » 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.

Commencing in 2016-17

- » Ongoing work with all airlines that fly to New Zealand to include road safety information for their visitors.

On arrival

Commenced in 2015 (ongoing)

- » **Rental vehicle operators code of practice**.
- » Rental vehicle operator-specific mandatory policies to assess driver experience - one of the requirements when you sign up to the code of practice.
- » Visual safety material available at rental counters including **steering wheel tags** and brochures.

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

- » **Guidelines for accommodation providers** – to provide practical driving advice for their guests.
- » **Guidelines for rental vehicle operators.**
- » Local road safety advertising.
- » Trial sharing information on cancelled licences and rental vehicle contracts.

Commencing in 2016-17

- » Road safety information provided to overseas licence holders converting to a New Zealand licence.
- » Road safety information provided to people buying a car in New Zealand while on an overseas licence.
- » Other initiatives to target visitors who buy or borrow a car.
- » Ongoing discussions with international airports to make them as customer friendly (in terms of road safety) as possible.
- » Regular reviews of the code of practice and ongoing promotion to encourage industry uptake.
- » Extension of trial information sharing network for cancelled licences and/or rental vehicle contracts.

Journey

Commenced or completed in 2015-16

- » Roading improvements in Otago and Southland:
 - 175 kilometres of centre-line ‘rumble strips’
 - 2200 kilometres of highway marked with ‘keep left’ arrows
 - 140 kilometres of ‘no-passing’ markings
 - 15 traffic courtesy signs to encourage slower drivers to let traffic pass.
- » Roading improvements on the West Coast:
 - 55 kilometres of rumble strips on SH6 between Hokitika and Haast.
- » Other road and roadside initiatives:
 - Curve advisory signs.
 - Some safety barriers, guardrails, centreline treatments.
 - Sign rest stops and pull over areas.
- » New keep left signs created for **state highways** and **private property exits**, eg hotels, airports. (NZ Transport Agency)
- » NZ Police has a visible presence on key tourist routes during peak season.

- » Review of lookout and rest signage in Otago and Southland.
- » **Visiting Driver Insights Project** to gain a deeper understanding of some of the factors in crashes involving visiting drivers.
- » Facebook messaging trial targeting visitors from all countries.
- » Qyer’s (China’s #1 outbound travel website) and mobile media channels messaging trial based on location-based targeting.
- » Road safety billboards on the West Coast.
- » Roadside checks of rental vehicles as part of commercial vehicle check operations.

Commencing in 2016-17

- » Roadside leaflet for NZ Police to use on their handheld devices to explain key road safety concerns in 11 languages.
- » Road and roadside improvements on state highways in Otago, Southland and the West Coast:
 - Signage - including curve advisory, ice/grit warning, and rest area signs.
 - Markings - including centreline and edge line rumble strips, wide edge and centrelines, and no-passing markings.
 - Barriers - including safety barrier extensions and widening parking areas and improving handrails.
 - Intersection treatments - including improving access to lookouts and rest areas.
 - Hazard removal - removal of roadside hazards.
 - Shoulder widening/sealing - widening and sealing shoulders and pull-off areas, rest areas and lookouts.
- » Local road network visiting drivers safety engineering programme.
- » Ongoing NZ Police visible presence on key certain tourist routes during peak season.
- » Road safety information for visitors made available through other transport modes if appropriate eg, Interislander.
- » Improvements to the NZ Transport Agency’s real-time traffic and travel webpage - www.nzta.govt.nz/traffic - to integrate more relevant data.

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