

Council is (still) cutting destination marketing and events funding TOO far

Hotel Council Aotearoa feedback on proposed Auckland Council Budget



26 March 2024



1

**HCA
acknowledges
that councillors
face difficult
trade-offs...**



2

**But Council is
(still) cutting
event attraction
and destination
marketing too
far.**



3

**HCA would
support
Council's
request for
interim central
government
funding.**

4

**There's no
compelling
reason why
DME shouldn't
be funded by
general rates.**

5

**Unfortunately,
all the options
are inadequate.
Ratepayers will
start to notice.**



6

**HCA has a track
record of being
right. That
should count
for something.**

7

**Council should
work in
partnership
with industry
on the tourism
funding
problem.**

Next step – genuine engagement

Hotel Council Aotearoa is:

- available to the Mayor and **each and every Councillor who wants to better understand tourism and what is going on in Auckland, New Zealand and globally.**
- available to the **Tataaki Auckland Unlimited Board, who should be looking to engage directly with HCA.**
- committed to finding a fair, reasonable and nationally-endorsed solution to New Zealand's tourism funding problem.



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