

Visiting Drivers Project – Safe and Enjoyable Journeys

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Providing a safe and enjoyable driving experience for our visiting tourist drivers is key to New Zealand maintaining its reputation as an attractive and safe visitor destination while also supporting a sustainable tourism industry and economic future for New Zealand.

This presentation will share the experience of the Government's signature project led by the NZ Transport Agency to improve our driving experience and road safety on key tourist routes on the West Coast, Otago and Southland regions.

This paper will be of interest to a wide audience as it will discuss the outcomes of road side perception surveys which explored driver make up and current driver user satisfaction ratings on key tourist routes. These surveys revealed that overseas drivers represent up to 82% of participants and overall overseas and New Zealand drivers have high user satisfaction levels with their journeys.

We will also discuss the improvements being made in the safer roads and roadsides space and the enjoyable journey functions of the Visiting Drivers Project. Detailed crash analysis revealed that overseas drivers are having the same crash types as New Zealand drivers. That is the significant majority of crashes involving both overseas driver and NZ drivers are run off road crashes. A suite of low cost innovative treatments were developed and prioritised with the aim of reducing death and serious injuries by 10% for all users while also maintaining New Zealand's reputation as a safe visitor destination.

This project and its components is one of the first comprehensive and factual looks at the true risk of tourism on our highway network.