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Letters to the Editor
The Press
Christchurch

Adventure tourism safety

Your report about the number of claims for recreation and adventure tourism injuries does New Zealand's valuable adventure tourism sector a major injustice by incorrectly implying that many recreational injuries are linked to commercial adventure tourism operations.

The majority of activities itemised in the article – including horse-riding, motocross, trailbiking, motor-racing and water-skiing – are predominately non-commercial leisure activities undertaken by New Zealanders.

The thrill offered by perceived risk is a key component of any adventure activity but reputable adventure tourism operators go to enormous lengths to mitigate those risks as far as possible.

It is not in the interests of individual operators or the wider industry to operate in an unsafe manner. New Zealand is internationally recognised as the adventure tourism capital and this reputation has been built on high quality standards.

TIA offers risk management training to members and operators seeking Qualmark endorsement must demonstrate they have stringent safety standards in place.

The adventure sector, and the tourism industry in general, is focused on learning from recent incidents and finding ways to improve safety standards still further. We want our visitors to enjoy their time in New Zealand and participate with confidence in the adventure activities for which we are justifiably world famous.

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