

DRIVE SAFE



NEW ZEALAND ACCOMMODATION SECTOR INFORMATION TOOLKIT FOR COMMUNICATING WITH VISITING DRIVERS

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Introduction

Visiting drivers are usually unfamiliar with New Zealand roads and driving conditions. Everyone who comes into contact with these visitors has a duty of care to help make their visit a safe one.

Our road rules and driving conditions in New Zealand are different to those many of our visitors are used to at home. We want our visitors to have a safe journey, enjoy their holiday for the right reasons, and return home safely.

These Drive Safe Guidelines are voluntary guidelines for accommodation providers, to help you provide information to visitors on driving safely in New Zealand. They complement the guidelines developed for rental vehicle operators.

The guidelines have been developed by the Tourism Industry Association New Zealand (TIA) and accommodation associations with support from the New Zealand Transport Agency.

We encourage you to use these guidelines to provide visiting drivers with relevant and accurate information delivered in the right way at the right time.



Photo: photoneewzealand

Information toolkit for accommodation operators

- Provide information on current highway conditions. The information is easily accessible from the [NZ Transport Association website](#). Print the information and post on a noticeboard for visitors to view.
- Visitors can also get the latest state highway information by phoning NZ Transport Agency's 24/7 infoline 0800 4 HIGHWAYS (0800 44 44 49).
- Provide a set of helpful suggestions/information for driving in the region. For example:
 - Take your time and enjoy the drive.
 - Pull over when you have space and let those in a hurry pass.
 - A good route to travel is....
 - A good place for a first stop is
 - They serve great coffee/food at....
 - A great place to take photos is...
- Provide information on local driving conditions or roads that are known to be difficult for visiting drivers.
- Provide access to information on road surfaces e.g. sealed/unsealed roads.
- Provide information on difficult roads e.g. Milford Sound road. Encourage the driver to use other transport options on these roads, e.g. buses or chauffeured car.
- Remind campervan and motorhome drivers to check their vehicle terms and conditions for local roads that may be excluded from insurance coverage, e.g. Skippers Road (Queenstown), Ball Hut Road (Mt Cook), North of Colville (Coromandel), Crown Range (Queenstown), Ninety Mile Beach (Northland). Note these may differ for each rental vehicle operator.

Tip: Put yourself in the driver's shoes and ensure you are providing information when the driver needs it e.g. provide the information at check-out rather than check-in.

- Encourage visitors to use an accurate journey calculator to plan their trip. The New Zealand Transport Agency recommends the [AA New Zealand Driving Time and Distance Calculator](#). NZTA is concerned that Google Maps under-estimates New Zealand driving times, particularly on rural roads. Note that many campervans and motorhomes have a 90kph maximum speed.
- A key message is to encourage people to use the State Highway network where possible, and that not all roads in New Zealand are equal – SH1 can range from grade-separated four lane expressways to two-lane quite narrow roads.

Tip: Quick, simple and direct information usually works better than long and detailed. Use photos and diagrams to help get the message across

- Provide driver safety information on your website and/or at reception (see Resources below). Examples might include driving videos, driving time calculator, DriveSafe brochure.
- If the visitors appear tired, encourage them to stay an extra night or reduce the following day's travel by recommending a suitable place to stopover on the next leg of their journey.
- If they have approval, encourage visitors to share the driving. Rental vehicle operators are being encouraged to try and get multiple people approved to drive each vehicle.



Photo: Tourism Holdings Ltd

Staff induction and training

An important component of the driver safety education process is having a strong induction and training plan in place for your staff. Ensure training information is:

- documented to ensure consistency and reduce likelihood of misinformation
- readily available for staff to refer to post-training
- relevant, up-to-date and informative

Resources and Information

An extensive range of resources and information is available to provide to visiting drivers on driving safely in New Zealand, and what's different about driving in New Zealand.

For example:

- Email info@tianz.org.nz for a free DriveSafe tile to feature on your website
- A DLE brochure for visitors, promoting the [DriveSafe website](#) plus 10 key road rules and safe driving messages. \$10.00 per 100 brochures plus GST and courier costs. Email info@tianz.org.nz.
- [CamperMate video](#) on driving in New Zealand, also available in Mandarin. These videos are also available on the [DriveSafe website](#).
- ‘[Driving in New Zealand](#)’ brochures produced by NZ Transport Agency and translated into numerous languages, including Mandarin, French, German, Spanish, Korean, Thai, Japanese, Tongan and Samoan (and more).
- [Tourist and Visitor Road Code Quiz](#) – available in Mandarin, German, Spanish and English, covering the essential road rules for visitor drivers in multiple choice questions. Works on computer, tablet or smartphone.
- A travel time and distance calculator. NZTA recommends the [AA New Zealand Driving Time & Distance Calculator](#) if you don't have your own calculator.
- [Driving in New Zealand](#) – an article on www.newzealand.com, including important road rules, winter driving tips, tips for safe driving, and how to get a translation of an overseas licence or permit. This article is available in ten languages – English, Mandarin, Japanese, Korean, French, German, Portuguese, Bahasa, Spanish, Latin American Spanish.

You can find the foreign language version of the content by amending the country abbreviation in the feature URL

- [AA's Visiting Drivers Training Programme](#) – complete a series of driving tasks and test yourself on New Zealand road rules. Available in English, Mandarin, French, German and Spanish
- [The New Zealand Road Code](#)

Tip: Provide the information in a positive and welcoming way and keep it user-friendly. There's a risk that information provided in the wrong way or too much information might unnecessarily scare visitors

Travel Apps

A range of apps provide useful and up-to-date information on road warnings and closures, fuel stations and rest stops, and general travel tips and information:

- [CamperMate](#) is a free New Zealand travel App available for download from Google Play and the Apple App Store. Get information and directions to campsites, hostels, things to do, public toilets, rubbish bins, free wifi, supermarkets and more.
- [Camping NZ App](#) is free and available for download from Google Play and the Apple App Store. It offers information on camping sites, costs, stay rules, whether bookings are required and offline maps.
- [TravelSafeNZ](#) is a free App available for download from Google Play. It offers useful tips and information on local driving conditions, and where to get help if required.
- Holiday Accommodation Parks Assn of NZ has an App tailored to its members' needs.



International visiting driver insight

- Over the 5 years, 2012-2016, 6.2 percent of all fatal and injury crashes involved an overseas licence holder. Over the same time period, 4.1 percent of all drivers involved in crashes were overseas licence holders.
- Over half (59 percent) of overseas driver crashes were on the open road but the pattern varied between visitor types and regions.
- For the West Coast and Southland regions about 90 percent of the crashes involving an overseas driver were on the open road. The comparable figure for Wellington and Auckland was about a third.
- In about a third of crashes where an overseas driver was at fault, one of the factors that contributed to the crash was the driver failing to adjust to New Zealand rules or conditions. This was 42 percent for fatal crashes. The other factors that contributed to crashes of overseas drivers tended to be the same as those for New Zealanders, such as the driver losing control or failing to give way or stop.

Source: [Overseas Drivers in Crashes Factsheet from Ministry of Transport](#)

Hyperlink glossary

AA New Zealand Driving Time and Distance calculator www.aatravel.co.nz/main/time-distance-calculator.php

AA's Visiting Drivers Training Programme - <https://www.aa.co.nz/travel/rental-vehicles-and-transport/visitors-to-new-zealand/visiting-driver-training-programme/>

Campermate app www.campermate.co.nz/

CamperMate video www.campermate.co.nz/visiting-new-zealand

CamperMate video Mandarin language <http://www.drivesafe.org.nz/home/chinese/>

[CamperMate video French language http://www.drivesafe.org.nz/home/french/](http://www.drivesafe.org.nz/home/french/)

[CamperMate video German language http://www.drivesafe.org.nz/home/german/](http://www.drivesafe.org.nz/home/german/)

Camping in New Zealand www.camping.co.nz/

China toolkit for visiting drivers <http://www.chinatoolkit.co.nz/info-visitors/driving-new-zealand>

Driving in New Zealand brochures (multiple languages) www.nzta.govt.nz/resources/driving-in-nz

DriveSafe.org.nz www.drivesafe.org.nz/

Keep left stickers <http://www.nzta.govt.nz/resources/order/?id=4689>

The New Zealand Road Code www.nzta.govt.nz/resources/roadcode/road-code-index/

New Zealand Transport Agency website - <https://www.nzta.govt.nz/>

Overseas Drivers in Crashes Factsheet from Ministry of Transport
<http://www.transport.govt.nz/research/crashfacts/overseasdriversincrashes/>

Rental Vehicle Operators Code of Practice <http://www.drivesafe.org.nz/home/about-this-site/rental-vehicle-operators-code-of-practice/>

Tourism Radio (skoot) <https://www.skootapp.com/>

Tourist and visitor road code quiz www.drivingtests.co.nz/roadcode/tourist/

TravelsafeNZ app travelsafenz.co.nz/the-app/