



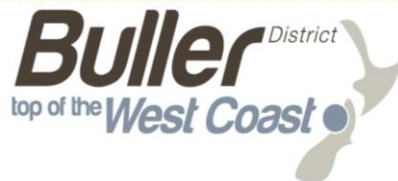
Safer Journeys Visiting Drivers Project



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Visiting Drivers Project



Visiting Drivers Problem Definition

- > High visitor driver expectations of the road network can lead to an underestimation of the demands of driving in parts of NZ
- > We do not recognise the road network journey as a component of tourism
- > The number of visitors driving on roads designed for low traffic volumes is increasing



Visiting Drivers Project Objectives

- > The objectives of the Visiting Drivers project are:
 1. To improve road safety outcomes for all visiting drivers, both domestic and international, in Otago, Southland and the West Coast,
 2. To maintain our visitors experience of New Zealand as a safe, attractive and accessible destination, and
 3. To maintain the economic outcomes associated with tourism in Otago, Southland and the West Coast.



The Safe System Approach

1

People make mistakes

2

People are vulnerable

3

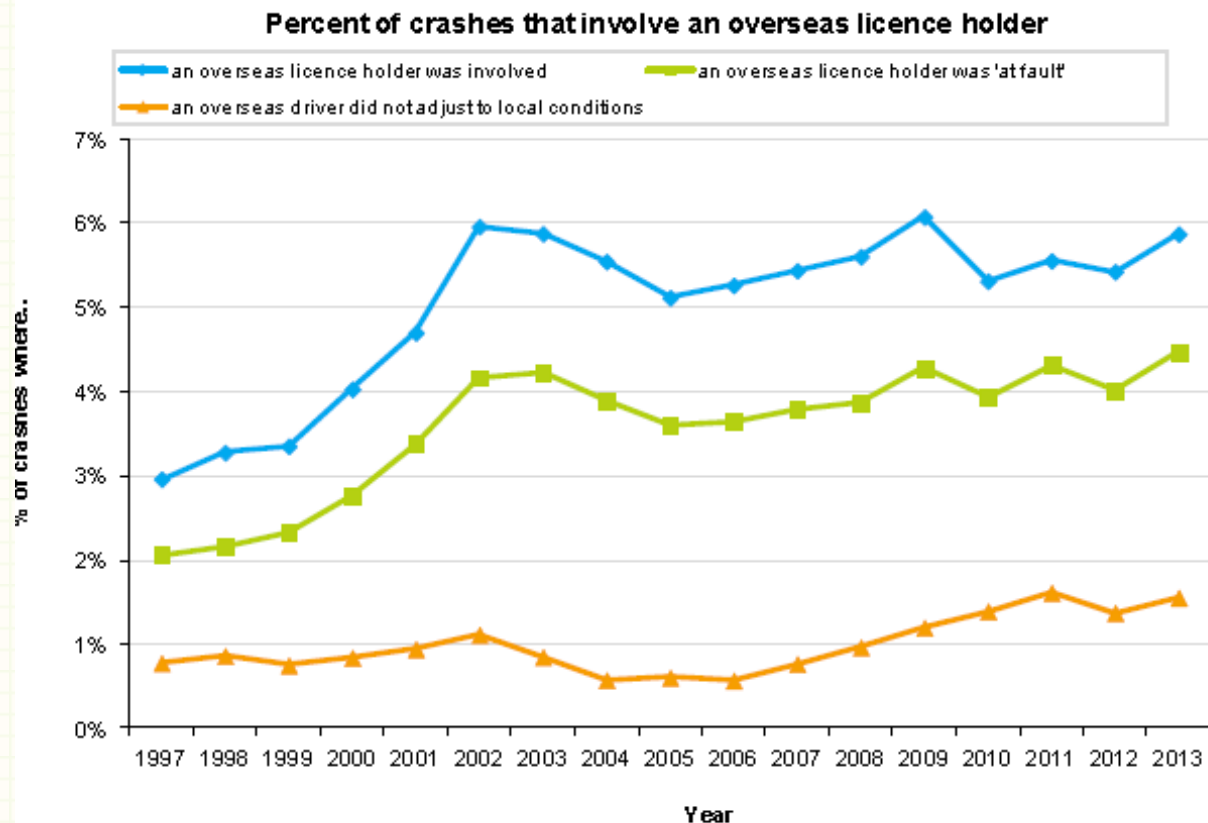
We need to share responsibility

4

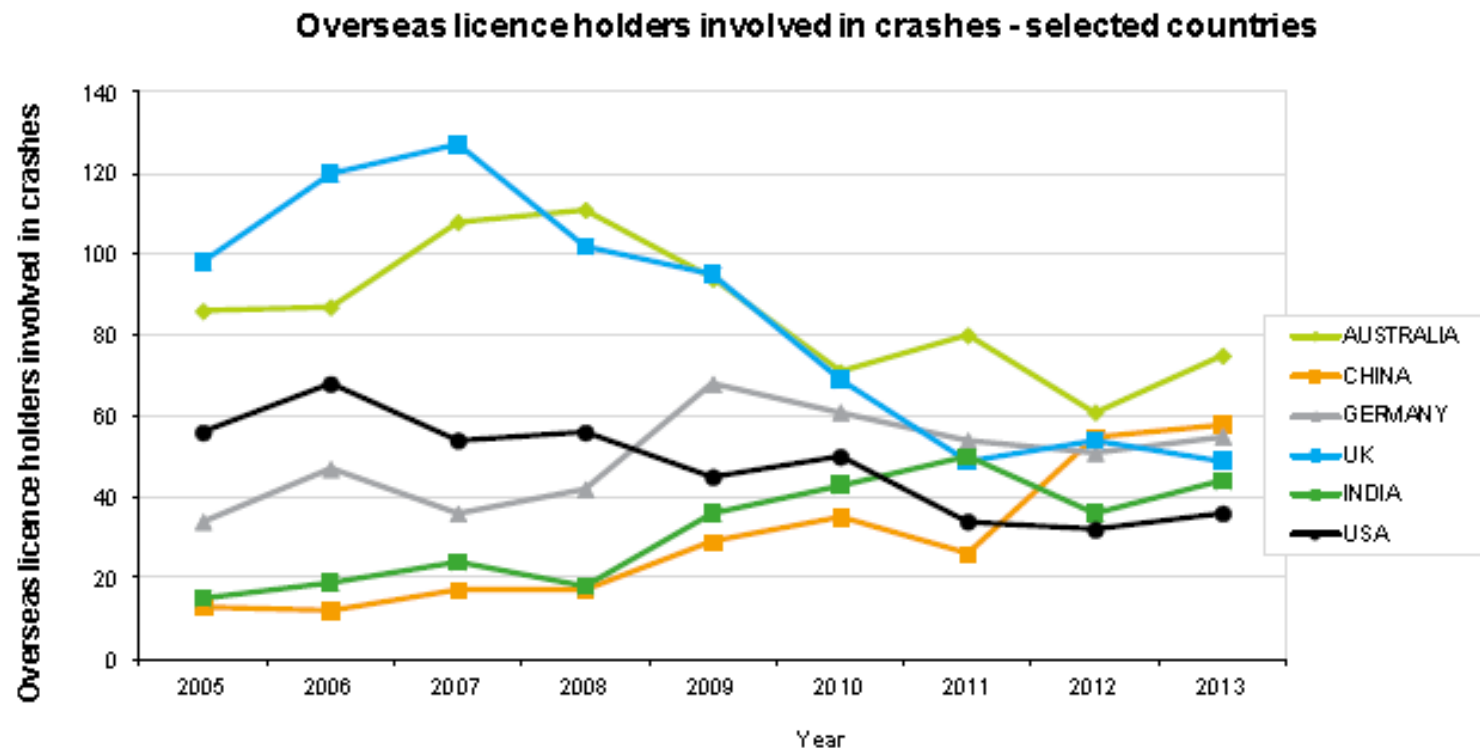
We need to strengthen all parts of the system



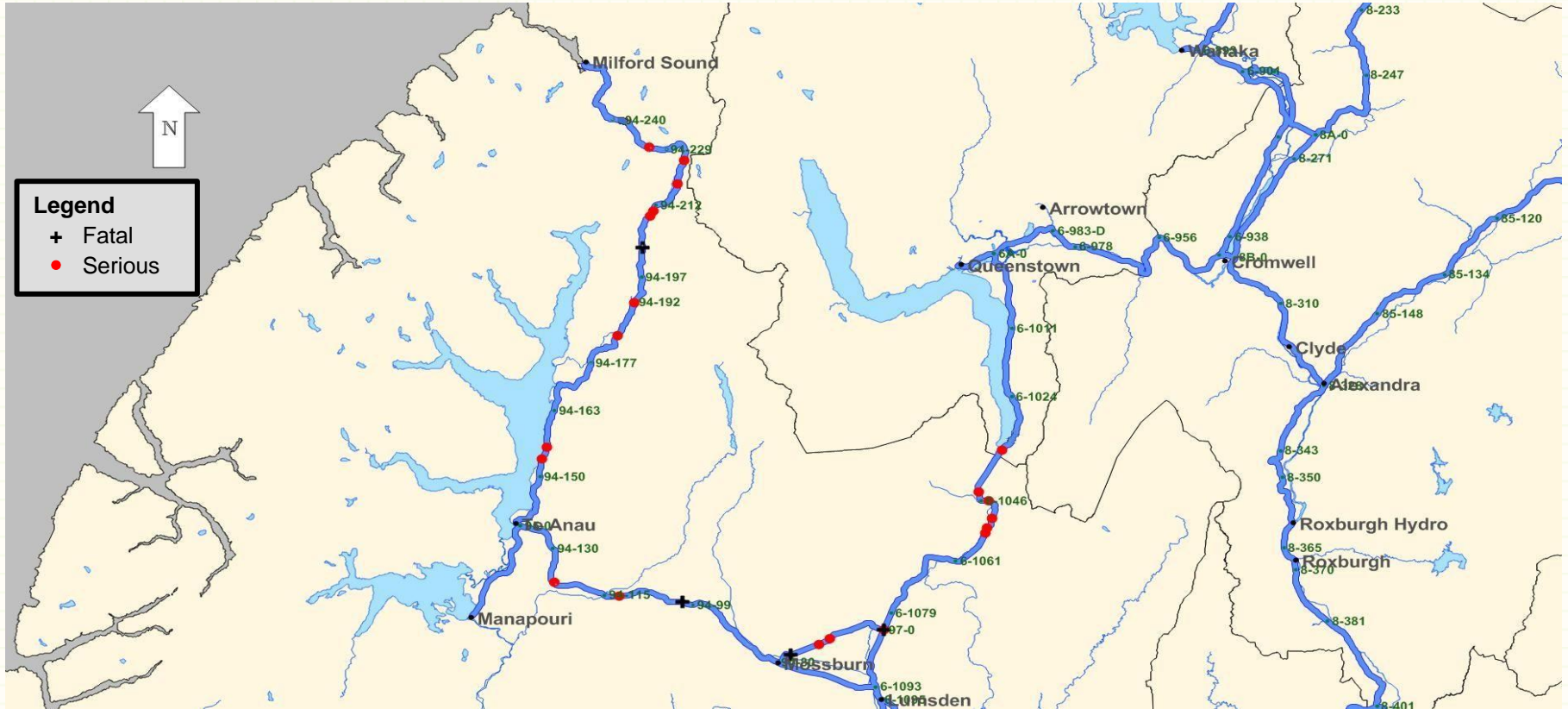
Overseas License Holder Crashes



Overseas License Holder Crashes by Country



Location of International at-fault Driver Crashes



Location of International at-fault Driver Crashes

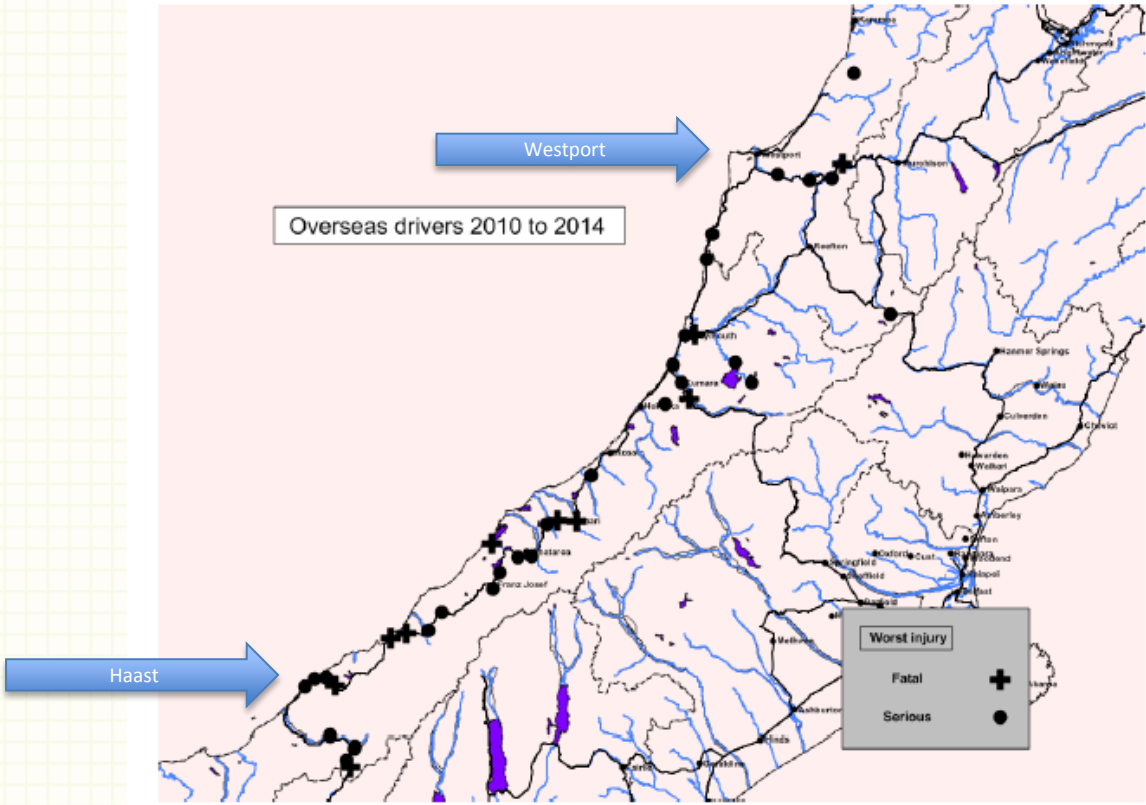


Figure 7-1 : Location of crashes involving international drivers in the West Coast Region

Types of Crashes 2010 - 2014

Journey	Run off road	Head on	Intersections
Hokitika to Haast	10	4	1
Haast to Queenstown	5	4	4
Twizel to Queenstown	3	4	0
The Catlins	6	2	0
The Crown Range	4	1	0
The West Coast	14	3	2
Queenstown to Milford	14	3	4

Actions Completed to Date

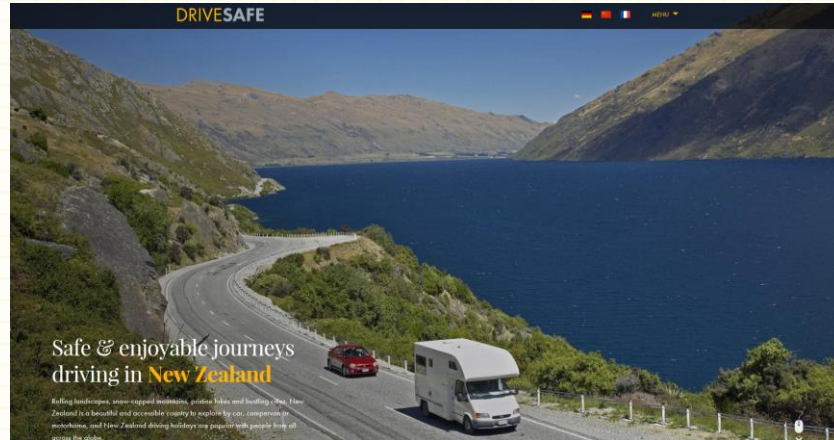
Safe Road Use

- > Promotion of key safety messages
- > Promotion of key route information
- > Best practice guidelines for the rental vehicle industry
- > New provisions have been added to the standard rental vehicle agreement
- > www.drivesafe.org.nz
- > Road safety video for Air NZ flights coming from China
- > New provisions added to rental agreements



Safe Roads and Roadsides

- > Signage on key visitor routes
- > 60km of no passing lines
- > 1km of safety barriers
- > 50km of centreline rumble strips



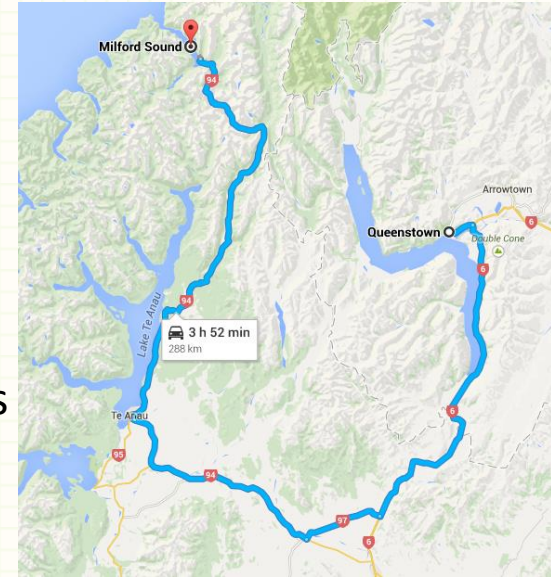
Actions Completed to Date

Safe Speeds

- > Improved accuracy for Google Map's travel time for Queenstown to Milford Sound
- > Increased Police visibility on key tourist routes

Safe Vehicles

- > Rental vehicle inspections on key tourist routes
- > Increasing awareness of vehicle safety with rental operators



Actions Currently Underway

- > Road treatments by July 1 (weather dependent):
 - > more directional arrows
 - > 50km of centre line rumble strips in Otago and Southland
 - > 140km of no passing lines on Otago/Southland tourist routes
 - > 50km of centre line rumble strips on SH6 between Hokitika and Haast
- > Detailed crash analysis
- > Business case development
- > A Code of Best Practise for rental operators
- > Tourism NZ are developing an in-flight video and a self-drive training module
- > MBIE and Immigration NZ are developing a pamphlet to provide key road safety messages to visa applicants



Key Contacts

- > For further information about visiting drivers including detailed crash statistics and resources, <http://www.saferjourneys.govt.nz/action-plans/signature-programme/>
- > All project queries: Visitingdrivers@nzta.govt.nz

The screenshot shows the 'Safer Journeys' website. The navigation bar includes 'HOME', 'ABOUT SAFER JOURNEYS', 'ACTION PLANS', 'AREAS OF CONCERN', and 'RESOURCES'. The 'ACTION PLANS' section is active. A sidebar on the left lists various topics: '2011-2012 ACTION PLAN PROGRESS', '2013-2015 ACTION PLAN', 'ADVANCE THE SAFE SYSTEM APPROACH', 'SAFE ROAD USE', 'SAFE ROADS AND ROADWAYS', 'SAFE SPEEDS', 'SAFE VEHICLES', 'SIGNATURE PROGRAMME', and 'VEHICLE STANDARDS MAP'. The main content area is titled 'Signature programme' and 'Safe System Signature Programme'. It contains text explaining the program's goals, such as demonstrating innovation and strengthening the Safe System approach. A circular diagram on the right illustrates the 'SAFE ROAD SYSTEM AND CULTURE' with four pillars: 'SAFE ROAD SYSTEM AND CULTURE', 'SAFE ROAD DESIGN', 'SAFE ROAD USER', and 'SAFE ROAD VEHICLE'. Below the text, there are social media icons and a 'Visiting drivers signature project' section.