



Media release
16 May 2019

Govt tourism strategy supports sustainable development

The new Government tourism strategy will enable a closer working relationship between government and the tourism industry, to the benefit of New Zealand and New Zealanders, says Tourism Industry Aotearoa.

The *New Zealand Aotearoa Tourism Strategy* was released today by Tourism Minister Kelvin Davis and Conservation Minister Eugenie Sage at **TRENZ 2019**, the New Zealand tourism industry's biggest and most influential trade event. It follows the launch by TIA on Tuesday of the industry's own updated strategic framework, *Tourism 2025 & Beyond – A Sustainable Growth Framework*.

The two visions for the future of tourism in New Zealand are closely aligned and complementary, TIA Chief Executive Chris Roberts says.

"Like the industry, the Government wants tourism growth to be productive, sustainable and inclusive. We can only achieve that by steering the waka in the same direction."

TIA also welcomes the Government's commitment to take a stronger role as the steward of the tourism system, Mr Roberts says.

"The Government has correctly identified it is both an actor in the tourism system, through providing infrastructure such as roads, broadband and public amenities; and a steward, looking across the whole tourism system to make sure it is working effectively. There is a need for better coordination and planning across all of government, and strengthened partnerships with iwi, local government, businesses and communities.

"Working together, we can ensure the many benefits of tourism are realised, while managing the impacts."

About TRENZ 2019 www.trenz.co.nz

TRENZ brings together about 300 New Zealand tourism operators (sellers) with targeted international travel and tourism buyers and media from New Zealand's key established and emerging tourism markets. The event directly helps to grow New Zealand's \$39.1 billion tourism industry. Hosted in Rotorua, TRENZ 2019 is being held at Energy Events Centre, Rotorua, 13-16 May. Tourism Industry

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Aotearoa (TIA) manages TRENZ on behalf of the Tourism Industry New Zealand Trust. TRENZ is supported by Tourism New Zealand, Air New Zealand, Destination Rotorua, Auckland Airport, AccorHotels, Millennium Hotels and Resorts, QT/Rydges New Zealand, Sudima Hotels and Resorts, Christchurch International Airport, The Great Journeys of New Zealand, and Tranzit Group.

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KEY FACTS

- Tourism in New Zealand is a \$107 million per day industry. Tourism delivers around \$44 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$63 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$16.2 billion or 20.6% of New Zealand's foreign exchange earnings (year ended March 2018).
- 13.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 365,316 people are working in the visitor economy.
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

Visit www.tia.org.nz for more information

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