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## Media Release

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# Entries open for NZ Tourism Awards 2018

Entries are open for the prestigious New Zealand Tourism Awards, and the competition is expected to be fierce as innovation abounds in New Zealand's booming tourism industry.

The New Zealand Tourism Awards 2018 celebrate individuals and organisations that are fast-tracking the industry towards its Tourism 2025 \$41 billion revenue goal.

"Tourism is New Zealand's largest export industry, with earnings exceeding all forecasts. That growth is being supported by outstanding performance from operators across the country and we encourage them to enter," says Chris Roberts, Chief Executive of Tourism Industry Aotearoa (TIA) which runs the Awards.

"These are the industry's premier awards and the winners provide a benchmark of excellence and inspiration to other tourism businesses.

"There are many benefits to entering, and for our winners there will be a generous package of prizes. The Air New Zealand Supreme Tourism Award winner will receive a prize valued at over \$20,000, which includes \$10,000 in air travel and a full-page advertisement in Kia Ora magazine."

Mr Roberts says there is a range of individual awards for tourism industry leaders of all levels of experience, plus awards that recognise business excellence and awards for marketing, Maori tourism, environmental excellence, and an award that recognises organisations that have partnered with others to successfully maximise their tourism industry impact and results.

Ryan Sanders, founder of Haka Tourism Group, which won the 2017 Air New Zealand Supreme Tourism Award, says that winning the award was fantastic for his business.

"As a growth-oriented brand with big ambitions, winning the Supreme Award has really put us in the spotlight and facilitated some terrific partnerships that will propel us even faster towards our goals," says Mr Sanders.

### TOURISM INDUSTRY AOTEAROA

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The winners will be announced at a gala Awards Dinner in Christchurch on 6 September 2018.

For more information on the New Zealand Tourism Awards categories, criteria and key dates, visit [www.nztourismawards.org.nz](http://www.nztourismawards.org.nz)

### **About the New Zealand Tourism Awards**

The New Zealand Tourism Awards 2018 are run by TIA, with Award Partners Air New Zealand and the Ministry of Business, Innovation & Employment.

The Awards are also supported by the Department of Conservation, Auckland Airport, Westpac, ServiceIQ, Horwath HTL, He kai kei aku ringa, the PATA New Zealand Trust, epay, NZME and The Great Journeys of New Zealand.

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### **KEY FACTS**

- Tourism in New Zealand is a \$99 million per day industry. Tourism delivers around \$40 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$59 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$14.5 billion or 20.7% of New Zealand's foreign exchange earnings (year ended March 2017).
- 14.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 399,150 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](http://www.tia.org.nz) for more information

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