

Note from the Chair

By Grant Webster, TIA Chair

March 2018

Four years of strong growth has the industry ahead of target to meet the Tourism 2025 \$41b annual revenue goal. Positively, most of you are enjoying that growth.

As the Voice of the Industry, TIA plays a central role in shaping the debate about tourism's future in New Zealand, addressing the key issues that can affect sustainable tourism growth.

The TIA Board has adopted the 2018-2019 Business Plan. Here are the highlights and the focus of TIA's work over the coming year:

Tourism 2025 reset

Building on the success of the [Tourism 2025 Growth Framework](#), the Board has agreed to a reset of Tourism 2025 that will include:

- integrating sustainable tourism, in particular the [Tourism Sustainability Commitment](#)
- articulating a longer-term view of tourism in coordination with central government
- identifying new priority actions to be addressed over the next 1-3 years.

TIA will engage widely on this work and will unveil the initial findings at Tourism Summit Aotearoa in November.

Sustainability leadership

We are well on the way to our target of 1000 [Tourism Sustainability Commitment](#) supporters by March 2019. TIA will actively promote the Commitment to industry, encouraging both TIA and non-TIA members to sign up.

If you aren't already a supporter, please [sign up today](#).

Taxes and Infrastructure Investment

Tourism growth is attracting Government attention, which presents both challenges and opportunities.

Constant talk of new visitor taxes and levies must be debated robustly, with all the issues and options considered. Any form of national or local tourism tax must be fair, efficient and ring-

fenced for tourism-related investments. TIA will vigorously resist any poorly designed tax proposals that could tarnish New Zealand's reputation as a country that welcomes visitors.

We will continue to fight councils wanting to impose unfair levies. TIA recently succeeded in persuading Wellington City Council to look wider than the commercial accommodation sector for new funding.

TIA will support tourism-related projects that can benefit from the Government's new \$1 billion annual Provincial Growth Fund. And our CEO Chris Roberts is on the Tourism Infrastructure Fund panel that will be calling for applications shortly.

Reaching New Zealanders

A good public perception of tourism is key to securing Government funding. Unfortunately, New Zealanders generally don't understand the value of our country's biggest export sector.

Working with Tourism New Zealand, Regional Tourism New Zealand and others, a new TIA project will help tourism businesses share their positive stories. We want your active involvement. It's the good things you are doing locally that will resonate with Kiwis.

TIA events

I look forward to seeing many of you at [TRENZ 2018](#) in Dunedin.

Other upcoming TIA events include:

- New Zealand Hotel Industry Conference, 4-5 July 2018
- Discussing Tourism forums, June 2018
- New Zealand Tourism Awards, 6 September 2018
- Tourism Summit Aotearoa, 8 November 2018

Put them in your diary today. More details coming soon.

On behalf of the Board, thank you for your continued support of TIA, New Zealand's largest and most comprehensive tourism association. Please get in touch for more information on any particular project.

Grant Webster
Chairman
Tourism Industry Aotearoa