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Media release

Tourism operators relieved to get back to work

Today's announcement that travel within New Zealand will be allowed at COVID-19 Alert Level 2 is a huge relief to the tourism industry, Tourism Industry Aotearoa says.

"This is a sensible decision that will help save thousands of jobs and hundreds of businesses. While the health of New Zealanders must remain the priority, we know that transport, accommodation, hospitality, retail, and most tourism activities can all be operated safely under Level 2," TIA Chief Executive Chris Roberts says.

TIA has been working with government agencies to develop guidelines on how tourism operators can work safely at Level 2, while maintaining physical distancing and contact tracing. These guidelines will be shared with tourism businesses as soon as possible.

"Our businesses are desperate to get back to work and make a living for themselves and their staff. While Kiwi travellers will not replace the international markets we have lost, they will provide welcome business opportunities," Mr Roberts says.

"The next few months will be an amazing opportunity for Kiwis to experience the best New Zealand has to offer – and have the satisfaction of knowing that you are helping to save the livelihoods of other Kiwis."

Tourism businesses are strongly committed to operating in a safe and responsible manner to minimise the risks of returning to Level 3 or 4.

The industry now looks forward to next week's Budget announcements to hear what ongoing support the Government will provide to keep businesses and jobs in place until our international borders can reopen, Mr Roberts says.

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KEY FACTS

Prior to the COVID-19 pandemic:

- Tourism in New Zealand was a \$112 million per day industry. Tourism delivered around \$47 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributed another \$65 million in economic activity every day.
- Tourism was New Zealand's biggest export earner, contributing \$17.2 billion or 20.4% of New Zealand's foreign exchange earnings (year ended March 2019).
- 14.4% of the total number of people employed in New Zealand worked directly or indirectly in tourism. That means 393,279 people were working in the visitor economy.
- The **Tourism 2025 & Beyond** sustainable growth framework/Kaupapa Whakapakari Tāpoi has a vision of growing a sustainable tourism industry that benefits New Zealanders.

Visit www.tia.org.nz for more information

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