

What TIA delivered for members in 2025

Every year Tourism Industry Aotearoa works to enhance the industry on multiple fronts and 2025 was no different. Some of our proudest moments and achievements on your behalf include:

✂ Advocacy efforts and wins that support businesses

- Maintained strong, trusted relationships with Ministers and tourism spokespeople across all major parties, supporting constructive, cross-party engagement on tourism issues.
- Extensive engagement and consultation on the Department of Conservation proposals for modernising conservation land management and access charging, along with the National Conservation Policy Statement. These changes were called for as an action in Tourism 2050 and seek to balance conservation outcomes with visitor access and regional economies.
- Championed the removal of barriers for visitors from China and India, including improved visa processing and the introduction of a 12-month visa-free travel trial for Chinese nationals travelling from Australia.
- Continued to improve tourism data through the Tourism Data Leadership Group, contributing to a \$3 million Government investment in tourism research and the release of MBIE's Tourism Volumes and Flows dataset.
- Ongoing delivery of Tourism 2050: Blueprint for Impact, progressing the 10 Actions and securing Ringa Hora funding to advance Te Whakarae Māori with a dedicated industry reference group.
- Worked with the Minister of Tourism on the development of the Tourism Growth Roadmap. The roadmap has taken on many of the actions from Tourism 2050 and through our advocacy has delivered significant funding to grow international visitors, events boost and attraction, and regional tourism promotion.
- Made 22 submissions on central and local government proposals, including reforms to infrastructure planning, local government, conservation policy and resource management.
- Campaigned for sustainable tourism funding, including an industry-managed funding mechanism to support infrastructure and industry-good activities. Advocated for appropriate and transparent use of the International Visitor Levy in line with its intended purpose.
- Provided new mayors across the country with a comprehensive tourism briefing pack on tourism's overall importance, our industry vision, and the need for continued support of RTOs and local businesses.

“Just a quick note to congratulate you all on the production of the TIA Council briefing package. It is an outstanding piece of work. The content is brilliant and the communication style is bang on.”



Building capability, connection and confidence across the industry

- Enabled businesses to connect and grow at TRENZ in Rotorua, bringing together more than 1,300 delegates and showcasing New Zealand tourism on a global stage. 95% of the New Zealand sellers said attending TRENZ helped them achieve their business objectives, with over a quarter expecting to generate more than \$250K as a direct result from attending.
- Delivered the Discussing Tourism webinar series with up to 300 registrations and nearly 100% satisfaction - covering biosecurity readiness, AI and data, employee experience, immigration changes, Tourism Growth Roadmap updates and key international markets.
- Launched a new Data and Reports offering, giving members centralised access to MBIE, Stats NZ and sector datasets.
- Provided members with access to valuable discounts on products and services through partner and sponsor support.
- Continued development of Akiaki – Advancing Tourism, with practical learning modules now supporting more than 500 registered learners.
- Led the Tourism Sustainability Commitment, supporting businesses to contribute positively to people, culture, environment and economy. Undertook the annual TSC Declaration to track progress and identify where further support is needed.
- An active role in the shared kaupapa for TIAKI – Care for New Zealand, promoting its use with tourism businesses
- Facilitated a sustainability reference group to ensure direct member feedback informs priorities and delivery.
- Worked with RTOs and Councils to support tourism businesses through workshops, tailored advice and collaborative sustainability projects.
- Signed the Glasgow Declaration on Climate Action in Tourism and continued to measure, report on and offset carbon emissions across TIA operations and events.



Strengthening the tourism workforce pipeline

- Conducted the 2025 Tourism Workforce Survey to provide evidence-based advocacy on workforce, immigration and training challenges.
- Worked with Immigration NZ on the design and implementation of the Global Workforce Seasonal Visa, including seasonal timing and duration settings, and submitted on Immigration Act amendments.
- Significant enhancements to the Accredited Employer Work Visa including removal of the median wage requirement, reduction in the work experience requirement to two years and improved processes with Ministry of Social Development.
- Led significant advocacy on NCEA and the Tertiary Education Strategy, working with the Tourism Teachers and strongly supporting tourism's inclusion in future curriculum changes as an academic subject and university entrance pathway. Worked with government to develop a future tourism workforce requirements model.
- Collaborated with Hospitality NZ, Restaurant Association, Hotel Council Aotearoa and Business Events Industry Aotearoa to develop a strategy for the workforce workstream of the Tourism Growth Roadmap for Government.

Helping members navigate regulation, risk and change

- Supported members with local and individual issues related to funding, access, consents, consultations, bylaws, regulation and emergency response.
- Advocated on freedom camping policy and self-contained vehicle regulations. Supported the Responsible Camping Forum and the Drive Safe programme to address shared operational and reputational risks.
- Facilitated sector forums and reference groups including Accommodation, Adventure, Sustainability, Small Business, and the Tourism Association Network to surface issues early and shape responses.
- Kept members informed of regulatory changes, industry issues and key developments through direct engagement and the weekly Te Aka Tāpoi e-newsletter that goes out to 3,000 member contacts with a 75% open rate, which is well above standard e-newsletter rates

“Thanks to all of you at TIA, we’ve just had confirmation from the Commission that we have had our original funding reinstated! So, a HUGE thank you for your ongoing support and the letter which I’m sure contributed to them changing their decision.”

“Great news. Based on the compelling evidence received the hearing has been adjourned as Council are reassessing their position. Let’s hope common sense prevails! Thank you TIA for your support.”

Promoting New Zealand tourism and celebrating the industry

- Hosted the Tourism Summit Aotearoa, attracting more than 300 delegates and strong media coverage, with a focus on being dynamic in a global marketplace. 96% of delegates rated the summit as good to excellent.
- Maintained strong relationships with media to amplify industry perspectives. Generated positive national media coverage, including television interviews and opinion pieces, highlighting tourism’s contribution.

- Delivered a highly successful New Zealand Tourism Awards, with record submissions and 386 attendees, celebrating excellence across the industry.