

10 February 2026

## Media release

### **TIA celebrates latest events to receive Major Events funding**

Tourism Industry Aotearoa (TIA) welcomes the latest tranche of events to receive funding as part of the Government's \$70 million Major Events and Tourism Package, announced by the Minister of Tourism and Hospitality Hon Louise Upston in Wellington this morning.

TIA Chief Executive Rebecca Ingram says the announcement provides further welcomed momentum for the tourism industry.

"Major events are more than just moments of celebration — they play an important role in driving visitation and economic activity," says Ms Ingram.

"The events announced today showcase Aotearoa New Zealand's food story, sporting talents, culture and arts and provide strong reasons for visitors to travel across the country, particularly during the traditionally quieter May to December period."

A self-proclaimed events fan, Ms Ingram notes the mix of both well established and new events.

"I'm delighted to see some of the events I know and love alongside new events being given a boost. That combination is what keeps our events calendar exciting and relevant."

"Events are powerful catalysts for vibrancy, especially when they are well supported. There is something special about seeing thousands of people experiencing something together, with the energy of an event rippling through an audience, a city or a region."

This is the latest in a series of positive announcements, including the recent Regional Tourism Boost investments announced in December and January and the news that Raglan has been selected for the World Surf League Championship Tour this May. For a full list of this tranche of events see the Minister's media release [here](#).

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For more information, please contact TIA Strategic Communications Advisor Leah McNeil – [leah.mcneil@tia.org.nz](mailto:leah.mcneil@tia.org.nz) or (021) 045 1143.

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#### **KEY FACTS**

- The latest tourism data is released through the [Tourism Evidence and Insights Centre](#).
- Tourism Industry Aotearoa (TIA) is Aotearoa New Zealand tourism's peak industry body. We are the only independent association that represents all sectors of the country's large and diverse tourism industry.
- TIA has about 1,200 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA leads implementation of the industry's [Tourism Sustainability Commitment](#), which aims to see every tourism business in Aotearoa New Zealand contributing positively to our people and cultures, our environment and our economy.
- TIA delivers a comprehensive and diverse range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and Tourism Summit Aotearoa.

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