

What we did

SUPPORT FOR MEMBERS IN 2024

Every year Tourism Industry Aotearoa works to enhance the industry on multiple fronts and 2024 was no different. Some of our proudest moments and achievements on your behalf include:

Advocacy

- Secured improvements to the Accredited Employer Work Visa system including the removal of the median wage requirement, changes to the seasonal pathways and the increase in the visa duration for level 4 and 5 roles.
 - Campaigned heavily for tourism funding and an industry-managed funding mechanism to boost tourism infrastructure and industry-good activities.
 - Made over 28 submissions on a raft of central and local Government proposals and legislation.
 - Advocated and submitted on the International Visitor Levy consultation, with input from the Tourism Industry Funding Group, members, and the TIA Board.
 - Engaged with DOC on their visitor network and advocated for the transformation of Conservation and commenced consultation on Modernising Conservation Land Management.
 - Submitted on numerous Council Long Term Plans to support funding for RTOs and regional marketing.
- 
- Provided feedback to Immigration New Zealand on proposed increases to a selection of visas. TIA was successful in influencing the extent of some increases.
 - Undertook two workforce surveys to provide a clear indication of the challenges and opportunities in relation to workforce for the industry, and enables TIA well to advocate for the industry on workforce, immigration and training issues.
 - Supported members to better understand the changes to the Adventure Activities Regulations which came into effect on 1 April.
 - Championed the need for improved tourism data as part of the Tourism Data Leadership Group, which led to Government announcing a \$3 million investment into research initiatives for the tourism and hospitality sector.
 - Continued to progress the 10 Actions in the *Tourism 2050: Blueprint for Impact*.

Engagement

- Confirmed partnership with the Hotel Council Aoteroa to ensure sector-specific representation and support for key lobbying on issues that impact the hotel sector's long-term success.
- Released a white paper on the *Visitor Experience in a Changing World* at the Tourism Industry Summit. The paper explores the role of the visitor experience and how we all have a role to play to support and enable the delivery of a world-leading experience for our visitors.
- Forged and maintained close working relationships with media, central and local Government officials, politicians and other tourism industry groups.
- Assisted the wider tourism industry by facilitating the Drive Safe programme, the Responsible Camping forum,



Accommodation Forum, Hotel Regional Chairs, Small Business Reference Group, Recreation Aotearoa, and the Tourism Association Network. We also established a working group for potential Bird Flu response.

- Kept members abreast of timely issues via the Discussing Tourism webinar series and a range of resources and information on MyTIA member-only website. Webinar topics and content included tourism strategy, sustainability, employment and workforce management, risk readiness and regulations.
- Provided members with useful discounts for products and services, with the generous support of our partners and sponsors.

Sustainability



- Launched Akiaki – Advancing Tourism, an educational initiative designed by experts to prepare and equip the tourism industry in for the future. Akiaki is free for TIA members with 10 comprehensive modules including carbon and waste measurement and reduction, restoring nature, visitor engagement, investment and innovation, being an employer of choice and community engagement.
- Led the implementation of the industry's Tourism Sustainability Commitment which aims to see every New Zealand tourism business contributing positively to our people and cultures, our environment and our economy.
- In partnership with RTOs, helped hundreds of tourism businesses progress their sustainability actions with personalised support as well as group workshops and collaborative projects.
- Progressed the annual Tourism Sustainability Commitment (TSC) declaration to better understand our industry's progress on sustainability.

Events and Communications



- Deepened relationships to grow business by delivering TRENZ, drawing more than 1,300 delegates. Promoted New Zealand tourism as a competitive and well represented industry on a global tourism stage elevating New Zealand tourism's profile at home and overseas.
- More than 300 delegates enjoyed our Tourism Industry Summit on the visitor experience in November, drawing strong media coverage and a high satisfaction rating. The Summit featured talks from industry and international experts, panel discussions, and focused sessions.
- Our events team fostered pride in the industry with a very successful New Zealand Tourism Awards event, attracting more than 400 delegates.
- Increased the recognition of smaller tourism operators by introducing a new Tourism Excellence Award for micro-businesses (with a turnover under \$1.5 million).
- Our communications team drew attention to critical industry issues and promoted its progressive recovery.
- Kept our members informed of regulatory changes, events and industry updates through our weekly e-newsletter Te Aka Tāpoi.