

15 September 2025

## Media release

### New Major Events funding puts NZ back in the game

Tourism Industry Aotearoa believes the announcement of \$70 million in additional funding for Major Events and Tourism, announced by Minister of tourism and Hospitality Hon Louise Upston, is news worth celebrating.

"Today's announcement of a globally competitive major events investment package is very exciting and will have tourism businesses buzzing," says Tourism Industry Aotearoa (TIA) Chief Executive Rebecca Ingram.

"Major events are more than just moments of celebration - they're powerful economic catalysts. They bring in visitors who spend money on accommodation, food, transport, and experiences, while also showcasing the host city to a global audience."

Ms Ingram says the benefits extend well beyond the event itself and the tourism industry - leaving a legacy of infrastructure improvements, community pride and international profile.

The benefits will also be felt by New Zealanders, lifting our spirits and bringing excitement to our shores.

"We only have to look at the last two weekends, with the Springboks and All Blacks games delivering sold out stadiums in Wellington and Auckland, with the cities humming.

"This level of investment puts us back in the game, supporting events of an even greater scale and providing reasons for both domestic and international visitors to travel around New Zealand."

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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.

Visit [www.tia.org.nz](http://www.tia.org.nz) for more information

#### TOURISM INDUSTRY AOTEAROA

Inspire House, 125 Featherston St, Wellington 6011, New Zealand  
P +64 4 499 0104 [www.tia.org.nz](http://www.tia.org.nz) E [info@tia.org.nz](mailto:info@tia.org.nz)

