

9 September 2025

Media statement

TIA media response on pricing of tourism experiences

The following was provided to The Press (Stuff) on 9 September, 2025, in response to an enquiry about the cost of tourism experiences in New Zealand.

To be attributed to Rebecca Ingram, Chief Executive Tourism Industry Aotearoa

We recognise that many New Zealanders are making tough choices about where to spend their money at the moment. Our members indicate that kiwis are still planning holidays but at lower levels than previously, they might be saving for them or they're choosing to holiday for a shorter period.

The tourism economy in New Zealand is strongly supported by New Zealanders, accounting for approximately 62% of the market. International tourism makes up the remaining 38%.

Tourism businesses set pricing based on a range of factors, including their individual operating models, the customers they serve, and the value of the experience they provide. Getting this balance right is essential, and tourism operators actively monitor customer feedback and market dynamics to respond accordingly.

There are unique dynamics within the tourism industry, particularly the seasonal nature of demand. Spring and summer tend to be the busiest periods, while other parts of the year can be significantly quieter. Alongside this, businesses manage a wide range of operational costs, from meeting safety requirements to maintaining infrastructure or operating specialised equipment.

Like many other sectors in New Zealand, tourism operators are facing sustained cost pressures. In our most recent Workforce and Sentiment Survey, 63% of tourism business respondents cited rising costs and product pricing as their top concern for the year ahead. For example; changing weather patterns and more frequent extreme weather events have driven up insurance costs, with Treasury estimating a 24% increase in insurance premiums between October 2022 and April 2024.

Our members are committed to ensuring that every visitor, local or international, has a valuable and memorable experience. This is reflected in the many initiatives already in place, such as free-entry days and pricing specifically for New Zealanders. Te Papa in Wellington and

TOURISM INDUSTRY AOTEAROA

Inspire House, 125 Featherston St, Wellington 6011, New Zealand
P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz



Hamilton Gardens are great examples of how New Zealanders are specifically recognised in pricing decisions."

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

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 for more information

TOURISM INDUSTRY AOTEAROA

Inspire House, 125 Featherston St, Wellington 6140, New Zealand
P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz

