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Media release

TIA announces Tourism 2050 refresh

Tourism Industry Aotearoa (TIA) has announced today it will undertake a refresh of its Tourism 2050 Blueprint, in response to global tourism changes over the past few years.

Originally published in November 2023, **Tourism 2050 – a Blueprint for Impact** has served as a vision statement for the industry, setting out ten priority actions to advance the sector toward 2030 and beyond.

The announcement came on day two of TRENZ 2026 in Tāmaki Makaurau Auckland, which is Aotearoa New Zealand’s largest international tourism business event. The event has seen 1,200 delegates attend the two-and-a-half-day programme at NZICC, including 379 travel buyers from 27 countries and 315 tourism operators.

TIA Chief Executive Rebecca Ingram says that progress has been made on many actions listed in this strategy document.

“In 2023, Tourism 2050 was the right document for the world we were in, and it has been the cornerstone of New Zealand’s tourism industry strategy since then. Thanks to this blueprint, we’ve launched Akiaki as a new business capability programme for our members, while Tiaki continues to go from strength to strength,” says Ingram.

“This document has been the basis for open dialogue we’ve had with the Government around sustainable tourism funding, with a Tourism Policy Statement now in development. And most recently, changes were announced by Government that will significantly modernise how tourism and conservation can operate together for mutual benefit.

“The operating environment for tourism continues to shift, and for that reason now is the right time to refresh the plan.”

Ingram says the Tourism 2050 refresh will not start from scratch.

“Tourism 2050’s vision, framework, and ten-action architecture remain sound. The focus will be on updating the strategic context, strengthening the measurement framework, and sharpening specific actions where needed.

“We expect to complete the refresh by August, following consultation with our members.

“We want the updated Tourism 2050 to continue serving the industry, as a guiding document for the future of tourism in Aotearoa New Zealand.”

TOURISM INDUSTRY AOTEAROA

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About TRENZ www.trenz.co.nz

TRENZ brings together New Zealand tourism operators (sellers) with targeted international travel and tourism buyers, and media from New Zealand's key established and emerging tourism markets. The event directly helps to grow New Zealand's tourism economy.

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