

27 May 2024

Media release

Embargoed until 1pm, Monday 27 May

New category for micro-businesses joins the New Zealand Tourism Awards

Entries are open for the tourism industry's highest accolades, the 2024 New Zealand Tourism Awards, which this year will be held in Tāmaki Makaurau Auckland.

Hosted by Tourism Industry Aotearoa (TIA), the Tourism Awards celebrate outstanding individuals and businesses across the industry and provide a benchmark for excellence.

"The awards are the industry's highest form of recognition for the many cases of excellence operating in our tourism industry," TIA Chief Executive Rebecca Ingram says.

"Time and again, winners and finalists have told us what a difference being a finalist or winner has made to their business, their staff and their visibility at large."

There are 14 awards – 11 for businesses and three for individuals in tourism. This year, to increase the recognition of smaller tourism operators, a new Tourism Excellence Award has been introduced for micro-businesses (with a turnover under \$1.5 million).

Entry criteria has also been refined to align with the tourism industry strategy, *Tourism 2050 – A Blueprint for Impact*.

The Toroa ā-Uta, Toroa ā-Tai Māori Tourism Award criteria also now reflects five core Māori values: Tuakiritanga (Identity), Manaakitanga (generosity and hospitality), Kaitiakitanga (guardianship), Kotahitanga (Unity) and Te Reo Me Ngā Tikanga Māori (Māori Customs and Language).

Applications for this award should align with either these values or others from the applicant's whānau, hapū, or iwi. This award recognises and celebrates tourism businesses that integrate these stories of identity and whenua across their operations, enabling the success of whānau, hapū and iwi as their unique selves.

Awards can be transformative. For Danielle Shanahan, Chief Executive of Wellington eco-sanctuary Zealandia Te Māra a Tāne, winning last year's Air New Zealand Supreme Tourism Award and airbnb Tourism Excellence Award (Small-Medium Business) was a significant boost for morale and public recognition.

"Since the 2023 awards, we have seen an increase in requests for tours, functions and visits from local, national and international audiences, and we have just delivered our biggest summer season ever."

Winners will be announced at the prestigious New Zealand Tourism Awards dinner on 6 November at the Cordis Auckland, following TIA's Tourism Summit Aotearoa.

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



Entries open 27 May and close 4 July. To find out more, visit nztourismawards.org.nz
A special thanks to the Host City Partner, Tātaki Auckland Unlimited, and [Awards Partners](#).

New Zealand Tourism Awards 2024 – The Categories

Business Awards

- Supreme Tourism Award
- Tourism Excellence (Large Business)
- Tourism Excellence (Small-Medium Business)
- Tourism Excellence (Micro Business)
- Community Engagement
- Tourism Talent Employer of Choice
- Environment Award
- Industry Collaboration and Alignment
- Resilience and Innovation
- Toroa ā-uta, Toroa ā-tai Māori Tourism
- NZME Visitor Experience

Individual Awards

- Sir Jack Newman Award for Outstanding Industry Leader
- Tourism Industry Champion
- Emerging Tourism Leader

For more information, please contact:

Catherine Clouston
External Communications Specialist
Tourism Industry Aotearoa
0274 379 687
catherine.clouston@tia.org.nz

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



KEY FACTS

- Tourism Industry Aotearoa is New Zealand tourism's peak industry body. We are the only independent association that represents all sectors of New Zealand's large and diverse tourism industry.
- TIA has about 1200 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA is deeply involved in discussions on the future of tourism in New Zealand
- TIA leads 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
- TIA delivers a comprehensive and diverse range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism events and the 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

