

14 April 2025
Media statement

Boost to international marketing welcomed by TIA

TIA Chief Executive Rebecca Ingram says that today's announcement of a \$13.5 million boost to help Tourism New Zealand (TNZ) market Aotearoa New Zealand to the world is hugely positive and will be widely welcomed by the industry.

"This latest boost enables us to get back in the game – supporting the industry's collective efforts to attract visitors and positively build on tourism's wider contribution to our economy."

The increased funding will elevate our profile in key countries, and compliment the investments made by the wider tourism industry to market New Zealand internationally. To maximise the opportunity, Ms Ingram says that industry will be working with TNZ.

"We are pleased to confirm a new TIA - TNZ Marketing Group to jointly enhance the performance of our international marketing. The Group will be established over coming weeks."

"It is important that we leverage our combined efforts. For example, in just a couple of weeks the industry will host TRENZ in Rotorua, where NZ tourism businesses and travel buyers from more than 25 countries will hold over 16,000 business meetings across the two and a half days. TRENZ is New Zealand tourism's moment to shine. These conversations will lay the groundwork for tourism export growth for years to come."

"It makes sense for the IVL to support near term needs including a surge in marketing efforts of New Zealand, alongside investment in tourism infrastructure and conservation.

"We are keen to also see a strategic investment plan for the IVL that maps out how this valuable revenue will be utilised alongside existing essential core Crown funding. We look forward to working with the Minister to develop these plans when appropriate," says Ms Ingram.

For more information, please see the Minister's release here: [Tourism turbocharge takes New Zealand to the world](#)

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

KEY FACTS

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- 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

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