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Media statement

TIA welcomes Milford Opportunities Project investment and direction

Tourism Industry Aotearoa's Chief Executive Rebecca Ingram, says that today's announcement on the future of the Milford Opportunities Project will be a relief for many, providing long-awaited direction for the industry and the region.

In a joint announcement, Minister of Conservation, Hon Potaka, and Minister of Tourism and Hospitality, Hon Upston, outlined an investment of \$15.2 million to upgrade infrastructure and enhance conservation at Milford Sound Piopiotahi to sustainably grow tourism while protecting the local region and its important conservation.

"Today's announcement addresses long standing uncertainty for the industry, especially for the aviation community and cruise industry and provides direction for those wishing to invest in the region," says Ms Rebecca Ingram.

"There are a lot of things that the industry can agree on when it comes to Milford and improving the experience and safety are two of them. We have been strong advocates for a well-managed experience that is great for visitors, community, business and for the environment."

Ms Ingram said that since the project commenced in 2017, some contentious matters have needed to be considered, and the project has gone through numerous iterations.

"We look forward to working with the Department of Conservation as the proposal goes from plan into action. Over the coming days we will fully review the details and will promptly get in touch with our members to understand their views."

TIA has supported the Milford Opportunities Project and been an active participant in the process, advocating on behalf of and providing opportunities for its members to take part in each consultation phase.

Ms Ingram says that this is another example of the Minister for Tourism and Hospitality making positive shifts and giving the industry momentum.

"The International Visitor Survey data released yesterday, reinforces the significant contribution tourism makes to New Zealand's economy, with spend up 9.2% to \$12.2 billion for the year ending March 2025.

"This announcement is a positive step forward for the Milford region, supporting both enhancement and protection of the iconic landscape while also providing direction that will help attract investment to boost the local economy."

For more information, please see the Minister's release here: [Government to protect and enhance Milford Sound Piopiotahi](#).

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

KEY FACTS

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



- 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 and Tourism Summit Aotearoa.

Visit www.tia.org.nz for more information

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