

TIA announces Tourism Summit Aotearoa theme

Tourism Industry Aotearoa (TIA) is pleased to announce the theme for Tourism Summit Aotearoa 2025 - **New Zealand Tourism 2030: Being dynamic in a global marketplace.**

With a forward-looking focus to 2030, the theme will dive into what it means to be agile, sustainable, and competitive in an ever-evolving global marketplace.

"Each year Tourism Summit Aotearoa gives us the opportunity to bring the industry together with global speakers and thought leaders, presenting new and thought-provoking ideas to help us build our collective capabilities," says Rebecca Ingram, Chief Executive Tourism Industry Aotearoa.

"We are passionate about empowering the industry to thrive. This year's theme will help us to think beyond our borders and learn from other countries and industries to evolve and grow our industry and its contributions to New Zealand."

Widely regarded as tourism's must-attend thought leadership event, Tourism Summit Aotearoa is a key event on the annual tourism calendar, bringing together more than 300 people from across our industry.

This year, Tourism Summit Aotearoa and the New Zealand Tourism Awards will be held on Wednesday 29 October in Te Whanganui a Tara Wellington at Tākina Wellington Convention and Exhibition Centre.

Following huge demand for Summit 2024, TIA has opened registrations early this year with an Early Bird registration available until 28 August.

TIA are now working on finalising the exciting line-up of speakers and specific session details and will share more information over the coming weeks.

You can find more event details and register to attend on the Tourism Summit Aotearoa website [here](#).

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

KEY FACTS

- 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

TOURISM INDUSTRY AOTEAROA

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TRENZ, New Zealand Tourism Awards and Tourism Summit Aotearoa.

Visit www.tia.org.nz for more information

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