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Media release

New international air link helps tourism prepare for take-off

New Zealand's tourism industry is taking off again, with today's news from Air New Zealand of an important new link with the USA.

Air New Zealand's new service linking New York with Auckland will open up a valuable visitor market for Aotearoa New Zealand, Tourism Industry Aotearoa says.

Offering a direct flight from the east coast of the USA will help attract high quality visitors from New York and the wider region, TIA Communications Manager Ann-Marie Johnson says.

"As our tourism industry starts to recover and rebuild, it will be important to make travel as easy as possible from our major markets. Coming just a week after the announcement that our borders will begin reopening from 13 April, today's news will be another welcome boost for tourism operators around the country," Ms Johnson says.

The new Air New Zealand service will begin on 17 September, three times a week, year-round with its Boeing 787-9 Dreamliner aircraft.

For more information, please contact:

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KEY FACTS

- TIA 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 1300 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 recovery and what the future of tourism in New Zealand will look like.
- 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 regional events and the Tourism Summit Aotearoa.

Visit www.tia.org.nz for more information

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