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Media release

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## Sharing the Aroha of Tourism

A campaign celebrating the benefits tourism brings to the communities of Aotearoa New Zealand is being launched today by Tourism Industry Aotearoa.

Tourism is a vital part of our economy, and the industry's recovery from the pandemic is contributing to communities across the motu. Many people know that tourism provides economic benefits, but the positive impact reaches further than GDP growth. Tourism businesses are preserving our natural beauty, caring for our precious wildlife, positively sharing stories of culture and place, and adding to the vibrancy of the places we live. The 'Sharing the Aroha of Tourism' campaign is all about showcasing the stories of the people who make tourism happen, TIA Chief Executive Rebecca Ingram says.

"All around the country, there are great stories to be told about our operators putting their heart and soul into their jobs to benefit Kiwis and our communities. We want to shine a light on the tour operators, hoteliers, transport providers and countless other industry professionals who work tirelessly to create amazing experiences for our visitors while also enabling sustainable tourism to flourish," Ms Ingram says.

The 'Sharing the Aroha of Tourism' campaign will share inspiring stories that showcase the best of what tourism has to offer our communities. These range from environmental programmes to protect kiwi and endangered dolphins, to support for tamariki and mental wellbeing education.

"'Sharing the Aroha of Tourism' is all about showcasing the stories of people who make tourism happen and celebrating the best of what tourism has to offer our communities. The tourism stories we'll share range from environmental programmes to protect kiwi and endangered dolphins, to support for tamariki and mental wellbeing education," Ms Ingram says.

The campaign is being strongly supported by leading tourism industry organisations, especially investment partners Auckland Airport, Christchurch Airport, Wellington Airport, Queenstown Airport and Holiday Parks New Zealand.

Our goal is for this campaign to provide long-term value for the tourism industry. TIA members will have access to a toolkit and assets so they can share their own stories with their guests and communities.

More details about 'Sharing the Aroha of Tourism' and the featured tourism operators are on TIA's website [tia.org.nz](https://tia.org.nz)

Watch the 'Sharing the Aroha of Tourism' video: <https://youtu.be/Z70H2jKh0i0>

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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](http://www.tia.org.nz) for more information

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