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Media release

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## TIA urges Govt to continue Tourism Futures Taskforce mahi

Tourism Industry Aotearoa is urging the Government to carry forward the work done by the Tourism Futures Taskforce so New Zealand can create a world-leading sustainable tourism future.

Tourism Minister Stuart Nash has today released the **Taskforce's interim report** which he received in December. It makes 21 recommendations to transform the visitor economy.

TIA Chief Executive Chris Roberts, who is one of 35 members of the Advisory Group to the Taskforce, says it met its mandate to come up with bold ideas to make systemic changes.

"The Taskforce has addressed the major issues and looked towards the tourism industry we, as a country, want to have in 10, 20 or even 30 years and beyond. It has come up with courageous ideas to ensure tourism enriches both New Zealanders and Aotearoa," Mr Roberts says.

"Some of the recommendations are fully formed and others need further refinement. There will not be universal agreement on these recommendations and that was never the intention – this interim report was to stimulate discussions, and allow industry and government to come together and agree on the best way forward."

This interim report was produced under huge time pressure and was presented to the Minister in early December. The intention was to get some quick feedback and then go back out for further consultation, before completing a final report. As stated throughout the interim report, there is a lot of work still to be done to test and refine the thinking.

"The job is only half done. However, as the new Minister of Tourism, Minister Nash has made it clear that he wants to take a different approach and is identifying his own priorities. This is disappointing, given the time and resource put into the Taskforce. It was asked to provide the blueprint for the future course of tourism but is now seen as just a useful input into government thinking," Mr Roberts says.

"It appears the Taskforce will not get to finish its work and that is regrettable. We must not waste the opportunity we have to make bold changes to fix longstanding issues in the tourism system. To do that, we need a Government that is willing to work hand in hand with the tourism industry to firstly get through this crisis, and then take brave, decisive action that will bring long term benefit for New Zealand and New Zealanders."

For more information, please contact:

Ann-Marie Johnson

Communications Manager

0276 004 565

[ann-marie.johnson@tia.org.nz](mailto:ann-marie.johnson@tia.org.nz)

**TOURISM INDUSTRY AOTEAROA**

Inspire House, 125 Featherston St, Wellington 6011, New Zealand

P +64 4 499 0104 [www.tia.org.nz](http://www.tia.org.nz) E [info@tia.org.nz](mailto:info@tia.org.nz)



## KEY FACTS

Prior to the COVID-19 pandemic:

- Tourism in New Zealand was a \$114.8 million per day industry. Tourism delivered more than \$48 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributed another \$66.7 million in economic activity every day.
- Tourism was New Zealand's biggest export earner, contributing \$17.5 billion or 20.1% of New Zealand's foreign exchange earnings (year ended March 2020).
- 13.6% of the total number of people employed in New Zealand worked directly or indirectly in tourism. That means 384,186 people were working in the visitor economy.
- The **Tourism 2025 & Beyond** sustainable growth framework/Kaupapa Whakapakari Tāpoi has a vision of growing a sustainable tourism industry that benefits New Zealanders.

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

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Inspire House, 125 Featherston St, Wellington 6140, New Zealand

P +64 4 499 0104 [www.tia.org.nz](http://www.tia.org.nz) E [info@tia.org.nz](mailto:info@tia.org.nz)

