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Media release

## TIA welcomes Tourism Policy Statement

Tourism Industry Aotearoa (TIA) has welcomed the Government's announcement of developing a Tourism Policy Statement to formalise the structure, roles and ambition for New Zealand's tourism industry.

The announcement was made this afternoon by the Minister for Tourism and Hospitality at the Otago Tourism Policy School conference, which has been looking at New Zealand's future through emerging technologies and the Tourism Growth Roadmap.

TIA Chief Executive Rebecca Ingram, says its pleasing to see the Minister continuing to actively work alongside the sector to strengthen tourism.

"TIA first called for a National Tourism Policy Statement in the industry's **Tourism 2050 blueprint** back in 2023, as one of the ways the sector can formalise responsibilities and become more organised. Since then we've engaged with the MBIE and the Minister on this topic, so we're delighted to see this taking another step in the right direction," says Ms Ingram. "Tourism is an important part of our economy, generating \$44.6 billion annually and is responsible for 7.7% of New Zealand's total GDP and 11% of its workforce.

"But an ongoing challenge for the tourism industry has been the informality of roles and functions within a complex and fragmented tourism system; currently the role of Tourism New Zealand is the only key function established by legislation.

"By contrast, other key parts of the industry are not mandated or structured, including the role of Government and agencies like Conservation, local government, regional and local tourism bodies, and the roles the industry itself needs to deliver on.

"We see the Tourism Policy Statement as a way to provide clarity on the roles, responsibilities and investment for a flourishing tourism industry, that delivers benefits for Aotearoa New Zealand. It will enable strategic planning and development to take place - and a framework that allows the industry to plan, invest and collaborate with a greater level of certainty.

"We look forward to working in partnership with the Minister on the Tourism Policy Statement, helping to ensure a clear and consistent direction for New Zealand's tourism growth in the future."

For more information, please contact TIA Communications Manager James Crow - [james.craw@tia.org.nz](mailto:james.craw@tia.org.nz) or (021) 224 8056.

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## 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 range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and Tourism Summit Aotearoa.

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

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