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Media release

TIA says Tourism Policy Statement a major milestone for industry

Tourism Industry Aotearoa (TIA) has welcomed the release of New Zealand's first National Tourism Policy Statement (TPS), describing it as a major milestone for the industry.

TIA Chief Executive Rebecca Ingram says the Statement strongly aligns with what the industry has been advocating for, and builds on the long-term ambition set out in *Tourism 2050*.

"The establishment of a National Tourism Policy Statement was Action One in Tourism 2050, published in 2023, so today's release represents real progress," says Ingram.

"It is pleasing to see our input on behalf of the industry reflected in this document. There is clear alignment between what the sector and Government want to achieve, and the pathways needed to get there.

"Establishing clear roles, responsibilities and functions will help create a cohesive policy framework that supports the balanced growth and sustainable development of tourism.

"For the Statement to endure, cross-party support will be essential. It sets a long-term direction for the industry, and with an election year ahead, there is a real opportunity for all parties to align around its implementation."

Ingram says *Tourism 2050 – A Blueprint for Impact* is currently being refreshed to reflect changes in the tourism landscape over the past few years.

"Tourism 2050 has been the cornerstone of the industry's work since 2023, and the introduction of the National Tourism Policy Statement is further evidence of its influence. We see these two documents as complementary, and together they provide a strong foundation for tourism's future."

The refreshed Tourism 2050 will be released following member feedback, in the coming months.

View the Tourism Policy Statement [here](#).

View Tourism 2050 – A Blueprint for Impact [here](#).

TOURISM INDUSTRY AOTEAROA

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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 for more information.

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