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Media release

Tourism industry welcomes appointment of Associate Minister

Tourism Industry Aotearoa is delighted that the Prime Minister has listened to its plea for an Associate Tourism Minister to be appointed.

As part of the Cabinet reshuffle announced today, Prime Minister Jacinda Ardern has appointed Peeni Henare as Associate Minister of Tourism.

“TIA’s long-held position has been that the size and importance of our industry justifies a high ranking Minister supported by an Associate Minister,” TIA Chief Executive Chris Roberts says.

TIA [wrote to the Prime Minister](#) in November 2018 asking her to consider appointing an Associate Tourism Minister.

“We have a strong relationship with Tourism Minister Kelvin Davis but an inevitable consequence of a senior minister holding the portfolio is that it must compete with his other portfolios for time and attention.

“As a former Tourism Spokesperson, Minister Henare is already known to the industry and I look forward to updating him on the latest developments.”

ENDS

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KEY FACTS

- Tourism in New Zealand is a \$107 million per day industry. Tourism delivers around \$44 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$63 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$16.2 billion or 20.6% of New Zealand's foreign exchange earnings (year ended March 2018).
- 13.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 365,316 people are 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 for more information

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