

# TOURISM OUR INDUSTRY NEW ZEALAND'S FUTURE



## BRIEF TO THE INCOMING MINISTERS

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HON JOHN KEY, PRIME MINISTER

HON DR JONATHAN COLEMAN, ASSOCIATE MINISTER OF TOURISM

DECEMBER 2008

# INTRODUCTION

The tourism industry in New Zealand has experienced sustained growth for the past two decades, but things have changed rapidly in the past 12-18 months. A number of factors have combined to place the tourism industry in one of the most challenging periods it has ever faced.

A wide range of tourism businesses, including inbound wholesalers, hotels, coach tour companies and activity operators are reporting drops in bookings of approximately 15-20% compared to last year. While staff shortages do remain in some regions, many businesses are commenting that they will not be recruiting extra staff for the busy summer period. Redundancies are not yet widespread, but are forecast for 2009.

Major challenges facing the industry include:

**Global economic conditions:** The recent credit crunch and slowdown in the global economy are having major impacts on many of New Zealand's traditional visitor markets. Visitor numbers from the lucrative United States and United Kingdom markets are down as are the key Asian markets, China, South Korea and Japan. Of New Zealand's major inbound markets only Australia is holding its own but even that market is flat.

While visitor numbers have been declining over the last two years, the economic turmoil of the past few months (since September 2008) is yet to be fully felt by tourism businesses. Operators are saying that bookings, especially from international markets, are starting to drop off from as early as February 2009 and there have also been reports of an increasing number of cancellations.

**Competition from new and emerging destinations:**

Growing competition from new and emerging destinations is a key issue for New Zealand tourism. So-called "hot" destinations include south east Asia, India and other countries in South America, namely Brazil, Chile, Peru and Argentina. These destinations have the potential to draw visitors away from New Zealand. Adding to the competition has been the recent growth and proliferation of low cost airlines operating within Europe and Asia which is encouraging more European and Asian travellers to travel within their own regions. Meanwhile, an "open skies" agreement on the Atlantic and availability of cheaper fares on those routes is enticing more people to and from North America and Europe.

**Fluctuating oil prices and exchange rates:** Rapid fluctuations in both exchange rates and oil prices have created uncertainty for prospective travellers. In the past year, the high New Zealand dollar relative to major trading currencies has been a contributing factor in deterring some travellers from coming here. However, the recent loss of value of the New Zealand dollar against the greenback provides some reason for future optimism, particularly in the US market. A qualifier here is that there is a booking lag effect of 12-18 months meaning the bounce from the US market may not come until 2010.

**Airline capacity:** New Zealand has a critical dependence on air capacity and direct links to maintain and grow visitor numbers. In the current constrained market, airline capacity to and from New Zealand is coming under threat. A number of international carriers serving the country have rationalised their services in response to a decline in visitor numbers.

Without air capacity, New Zealand does not have a pipeline for its visitor industry. Rationalisation of services is understood in the current economic environment, but any further reductions in services act counter to the offshore marketing efforts by Tourism NZ and the industry. The tourism industry believes the government will need to monitor air capacity very closely. Further reductions in services could potentially damage the pipeline that keeps the New Zealand visitor industry strong.

**Climate change concerns:** Research from overseas markets is showing that climate change considerations, especially the level of carbon emissions, are starting to impact on visitors' decisions relating to long-haul destinations. With the environment and scenery a major draw-card for visitors and the basis of the 100% pure brand, climate change could yet prove to be New Zealand's key marketing opportunity, but it is also a significant risk. Concern about climate change is especially noticeable in the United Kingdom and Europe where the awareness of global environmental impacts is high.

The recent decision by the British government to impose hefty taxes on air travel to destinations like New Zealand and Australia makes the task of attracting visitors from the United Kingdom that much harder.

**Domestic tourism:** At a time when the challenges in the international marketplace are many, a vibrant domestic tourism market is critical. A number of factors have combined in recent times to present opportunities for promoting New Zealand holidays to New Zealanders. Petrol prices, mortgage interest rates and the New Zealand dollar have all dropped making the idea of a holiday onshore more attractive (for industry's priorities on domestic tourism see page 6).

## The Year Ahead

The tourism industry in New Zealand must adapt quickly to the dynamics of a changing international environment. New Zealand must maintain its presence in international markets and it must find ways to penetrate new markets, those like China, India and Brazil. It must have tactical responses to short term challenges over the next 1-2 years and a strategic vision for the long term for the next 2-5 years.

The tourism industry has set out its key priorities for the new government in its Tourism Industry Election Manifesto 2008. It is these priorities that, when implemented, will help secure the future of New Zealand tourism and ensure the tourism industry remains the country's largest export earner and a bedrock for New Zealand's economy.

Tim Cossar  
Chief Executive  
Tourism Industry Association



## THE TOURISM INDUSTRY'S TOP PRIORITIES

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In September this year TIA provided all political parties and candidates contesting the 2008 general election with the Tourism Industry Election Manifesto outlining the industry's top priorities from an incoming government. The manifesto asked that a new government commit to the tourism industry's vision and goals for the future and encouraged central government and industry to work together to achieve the priorities. The priorities listed in the manifesto were:

### **1. Recognising tourism as a bedrock of New Zealand's economy**

Establishing a Tourism Industry Taskforce to drive a whole-of-government approach to issues affecting the industry and ensuring the tourism portfolio is managed by a top ranking Minister.

### **2. Marketing Destination New Zealand**

Increasing public sector investment for targeted offshore promotions to markets of strategic importance to New Zealand and for improved marketing efforts in the domestic market.

### **3. Investing in vital infrastructure**

Investing in a national convention centre, cruise ship port facilities and other infrastructure improvements required to reduce seasonality and increase spending from visitors to New Zealand.

### **4. Improving New Zealand's environmental performance**

Enhancing New Zealand's environmental performance and the capabilities of its tourism industry to deliver on the 100% Pure New Zealand brand promise.

### **5. Investing in training and work skills initiatives**

Ensuring New Zealand's tourism businesses have the people they need to do business and to deliver a high quality visitor experience.

### **6. Boosting the return from major events**

Maximising the return to New Zealand of the Rugby World Cup 2011 and other major event opportunities.

**The economic situation of the past few months has focused the industry on two immediate requirements, 'Recognising Tourism as a Bedrock of New Zealand's Economy' and 'Marketing Destination New Zealand'.**

## IMMEDIATE REQUIREMENTS

### Recognising tourism as a bedrock of New Zealand's economy

As outlined in the Tourism Industry Election Manifesto, the tourism industry is eager to see the development of a high ranking **Tourism Industry Taskforce** to drive a whole of government approach to issues affecting the tourism sector. Chaired by the Prime Minister, other senior Ministers and leading industry representatives, the taskforce would focus on implementing a short term tactic response to the impact of the current economic downturn on the tourism industry. The taskforce would also play a lead role in implementing the priorities of the Tourism Industry Election Manifesto and facilitating the tourism industry's work with communities and local government.

### Marketing Destination New Zealand

The economic situation of the past few months has focused tourism industry leaders on the need to keep New Zealand's share of voice in overseas markets. At present, feedback from the industry is suggesting that it needs a short term 1-2 year tactical response and a medium to longer term 2-5 year strategic response in New Zealand's tourism marketing. At the same time, the industry is saying fresh thinking is needed to better promote domestic tourism and the advantages of holidaying in New Zealand for New Zealanders.

#### INTERNATIONAL MARKETING

##### Maintain or increase investment in traditional markets

The government's investment in marketing New Zealand (through Tourism New Zealand) is arguably the most important contribution it makes to the tourism industry. In real terms, however, this investment has seen only incremental growth over the past decade despite the return on investment generated for New Zealand.

<b>AUSTRALIA</b>	
Current situation	967,000 visitors, \$1.7 billion spend, flat, but not declining market
Action required	Grow consumer marketing
Rationale	Good short term prospect, a close market, good air capacity
<b>UK</b>	
Current situation	300,000 visitors, \$1.01 billion spend, declining market
Action required	Maintain and grow market share, increase voice
Rationale	Good long term prospect, traditionally high yielding market, need presence when economy recovers
<b>USA</b>	
Current situation	215,000 visitors, \$618 million spend, declining market
Action required	maintain and grow share of market
Rationale	as for UK

## IMMEDIATE REQUIREMENTS

### Invest in new and emerging markets

As well as maintaining its presence in traditional markets such as the UK, USA and Australia, the industry believes New Zealand's marketing efforts should extend to emerging and developing markets in India, the Middle East, South America and Russia.

### Invest in niche markets

The conference, cruise, luxury and wellness markets have the potential to attract high value visitors and would benefit from target marketing.

### DOMESTIC MARKETING

When international visitor numbers are falling, it is critical to have a strong domestic tourism focus so operators can be viable in the long-term. At the same time, there is an opportunity to capitalise on less New Zealanders travelling overseas by encouraging them to take a holiday at home instead.

### TOURISM NEW ZEALAND

The industry generally believes Tourism New Zealand (TNZ) runs effective offshore promotions. Current examples include the **Forever Young** and **What Do You Say UK** marketing campaigns. However, the tourism sector believes TNZ should be consulting more regularly with the industry to seek its input into marketing planning for Destination New Zealand in a tighter market. A collective marketing strategy that involves the industry is more essential in current market conditions.

<b>DOMESTIC MARKETING</b>
<b>Current situation</b>
55% of market, \$11.3 billion spend, critical market to offset international declines
<b>Action required</b>
an industry led approach involving relevant parties is needed to coordinate national marketing activities. There is also an urgent need for a programme of applied research to better understand the drivers of domestic tourism
<b>Rationale</b>
helps cushion fall in international visitors

## INDUSTRY SECTOR PRIORITIES

While the industry agrees that increased recognition for tourism and a focus on a short term tactical response to both international and domestic marketing are the top priorities for the tourism industry right now, this table outlines some of the other top priorities for key sectors within the tourism industry.

Association	Priority One	Priority Two	Priority Three
@Home NZ	Local government rating policies	Compliance costs for small businesses	Commission rates
Board of Airline Representatives (BARNZ)	Use of capital expenditure for facilities	International marketing	Seamless border processing
Bus and Coach Association (BCA)	Department of Conservation concessions	Public Transport Management Act and transport regulations that allow operators to thrive	Appropriate minimum vehicle standards
Holiday Accommodation Parks NZ (HAPANZ)	Reserves Act, section 42	Environment – freedom camping, waste, recycling, energy management	Public/private sector building capacity
Hospitality Association of NZ (HANZ)	Restoring the confidence of New Zealanders to spend and invest	Environment – freedom camping, waste, recycling, energy management Investing in marketing New Zealand holidays both internationally and domestically	Assisting to develop the capacity of the industry's SME owners, managers and supervisors
Inbound Tour Operators Council (ITOC)	Zero rating of GST on inbound tour operator facilitation fee	Marketing for new and emerging markets	Department of Conservation concessions that disadvantage bus and coach operators
Motel Association of New Zealand (MANZ)	Local authority commercial rating policies that disadvantage motels	Education – inadequacy of ITOs to provide career transition training for new moteliers	Marketing – international and domestic

## INDUSTRY SECTOR PRIORITIES

Association	Priority One	Priority Two	Priority Three
<b>New Zealand Hotel Council (NZHC)</b>	Local government rating policies which offer preferential treatment for serviced apartments versus hotels in regards to compliance including set up and ongoing costs	A more accessible immigration policy to encourage a skilled workforce – including quicker turn around for visa applications	Importance of events in addressing seasonal fluctuations in all regions, with the infrastructure to support it
<b>NZ Lodge Association (NZLA)</b>	Marketing, especially in traditional markets of Australia, UK and the USA	Compliance policies especially those set by local government	Environmental sustainability
<b>NZ Maori Tourism Council (NZMTC)</b>	Recognition of the value Maori tourism brings as a point of differentiation to New Zealand in the global marketplace	Increased number of high quality, sustainable Maori tourism businesses	Increased participation by Maori in tourism at all levels of the tourism sector
<b>Regional Tourism Organisations of NZ (RTONZ)</b>	Funding streams for regions	Regional research	Domestic tourism promotion
<b>Retailers Association</b>	Domestic marketing	High value visitors who stay longer	Tourism shopping GST refund scheme
<b>Ski Areas Association of NZ (SAANZ)</b>	Marketing in Australia	Climate change, land management and in particular access to water for snow making	Immigration policy that helps employers easily take on new workers
<b>Youth Hostels Association (YHA)</b>	Sufficient regulations to provide safe, secure, and good standard of accommodation for customers	Consideration and development of employment regulations to recognise unique characteristics of tourism industry	Sustainable initiatives

## BACKGROUND ON THE TOURISM INDUSTRY

### Tourism – A Bedrock Of Our Economy

- Tourism is a fundamental contributor to regional economic development and the communities that make up New Zealand society.
- Tourism takes the lead in promoting New Zealand to the world – the clean, green 100% pure brand has been widely adopted to promote other New Zealand exports, like food and wine
- Tourism directly benefits a range of other sectors, such as hospitality, retailing, events and the arts and culture
- Tourism is an industry that has existed in New Zealand for more than 100 years and won't easily go offshore
- Tourism is New Zealand's largest single export sector
- More than 2.4 million international visitors came to New Zealand in the 2007 calendar year.

### Who Is The Tourism Industry?

The tourism industry is diverse in nature. It has a handful of very large companies such as Air NZ, SKYCITY and Tourism Holdings but it is characterised by many small to medium sized businesses – more than 85% of tourism operators are SMEs.

- Tourism industry people are innovators
- Tourism industry people are entrepreneurs
- Tourism industry people are business owners and managers
- Tourism industry people work in a 365 day 24/7 industry
- Tourism industry people deliver the New Zealand visitor experience
- Tourism industry people thrive on promoting their country – they are exporters by nature and necessity

### Delivering Value

- Tourism is a \$50 million per day industry
- International visitors spend \$1million per hour every day of the year – that's \$24 million per day
- Domestic visitors spend \$1.08 million per hour every day of the year – that's \$26 million per day
- 1 in every 10 New Zealanders is employed in the tourism industry, directly and indirectly
- Tourism contributes nearly 10% of New Zealand's GDP and 18.9% of foreign exchange earnings

### The Regional Dimension

As The Power of Tourism graph on the next page shows the tourism industry's value to the regions of New Zealand is immense. Expenditure by visitors, both domestic and international, brings in millions of dollars to New Zealand's regions. In recent decades, many regional economies have experienced growth in their tourism sector, for example, the West Coast, Otago and Northland where tourism is now the biggest sector.

In regional New Zealand, tourism provides employment and business activity that enhances the rating base of local communities, while nearly \$6 billion in valued-added spend is made in industries that support tourism.

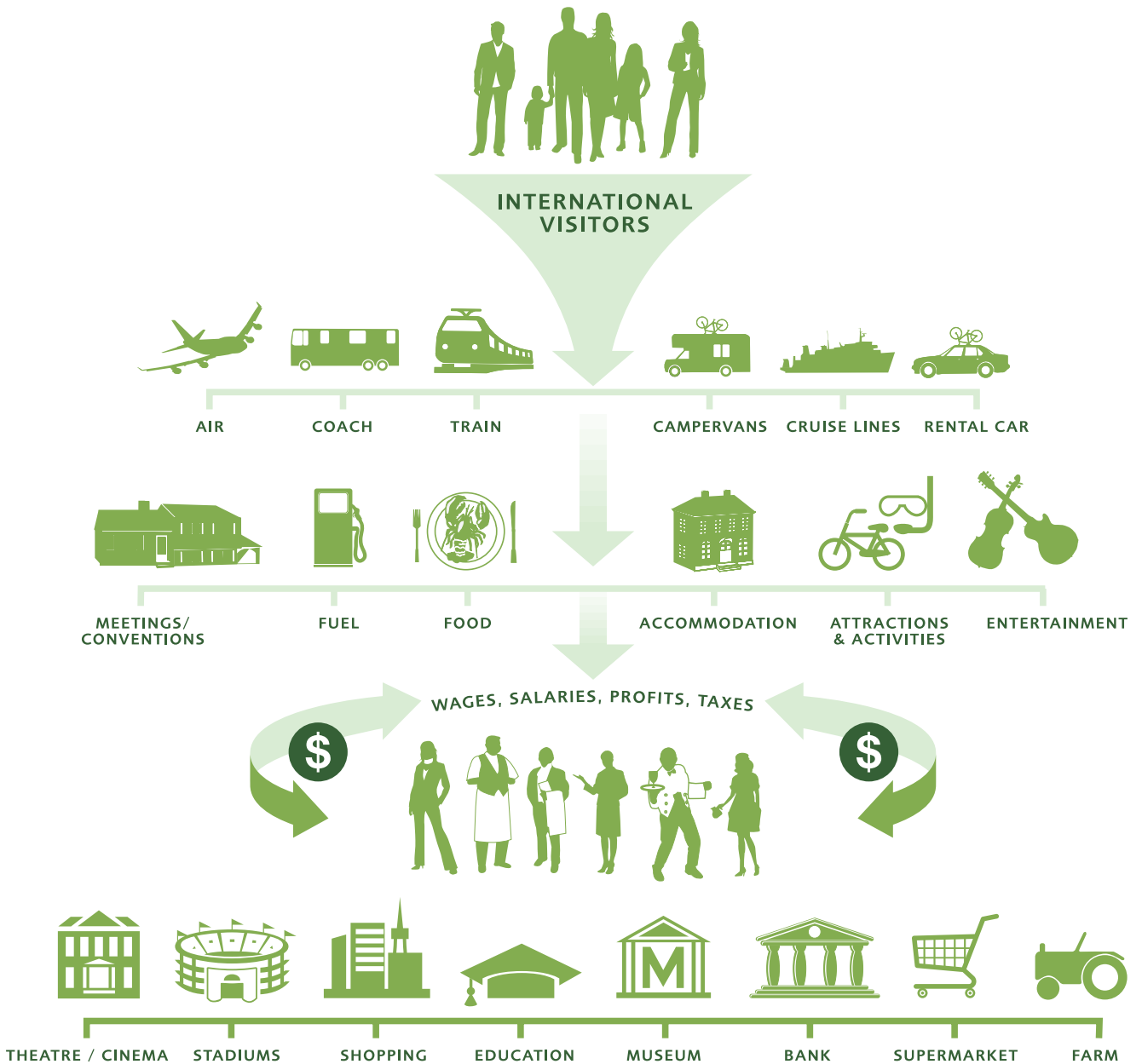
- the industry supports local services, such as shops, supermarkets, cafes, bars, restaurants and service stations
- the industry sustains sporting events and cultural extravaganzas
- the industry provides extra or secondary incomes for part time workers
- the industry is a catalyst for new capital investments and infrastructure

The economic value of tourism to regions is much wider than the tariff paid to the accommodation provider or the fare paid to the transport operator. Tourism has an impact at every level of every community in New Zealand.

## BACKGROUND ON THE TOURISM INDUSTRY

# THE POWER OF TOURISM

## HOW TOURISM DOLLARS SUPPORT NEW ZEALAND



## BACKGROUND ON THE TOURISM INDUSTRY

### The Tourism Industry Association

The Tourism Industry Association (TIA) has been the lead association that represents the interests of more than 2000 tourism businesses in New Zealand since the association was first established in 1955. The businesses TIA represents cover a range of tourism-related activities – hospitality, transport, accommodation, adventure and activities, attractions and retail as well as related tourism services.

The primary role of the TIA is to be the voice of tourism, but its other main aims include:

- Adding value for members and the industry
- Advocating for members on the issues facing them
- Assisting members' businesses to be profitable

TIA is based in Wellington and led by Chief Executive, Tim Cossar. The TIA team's primary role is to advocate for its members and areas of work include advocacy, policy, communications, events, membership and business services.

The TIA Board consists of twelve representatives from the various sub-sectors of the tourism industry. The Board is currently chaired by Norm Thompson, Deputy Chief Executive of Air New Zealand. Other directors are:

**Oscar Nathan**

(Deputy-Chair), Director, ON Tourism Ltd

**Fergus Brown**

Chief Executive, Holiday Accommodation Parks Association

**Paul Davis**

Chief Executive, Nelson Tasman Tourism

**Geoff Gabites**

Managing Director, Adventure South

**Brian Henderson**

Chief Executive, Tourmasters South Pacific Ltd

**Simon Jamieson**

General Manager, SKYCITY Hotels

**Grant Lilly**

Regional General Manager, NZ and Pacific, Qantas

**Graeme Osborne**

Chief Executive, Tourism Auckland

**Paul Richardson**

Vice President, Accor Hospitality

**Kathy Slater**

Senior Lecturer, Auckland University of Technology

**Sue Sullivan**

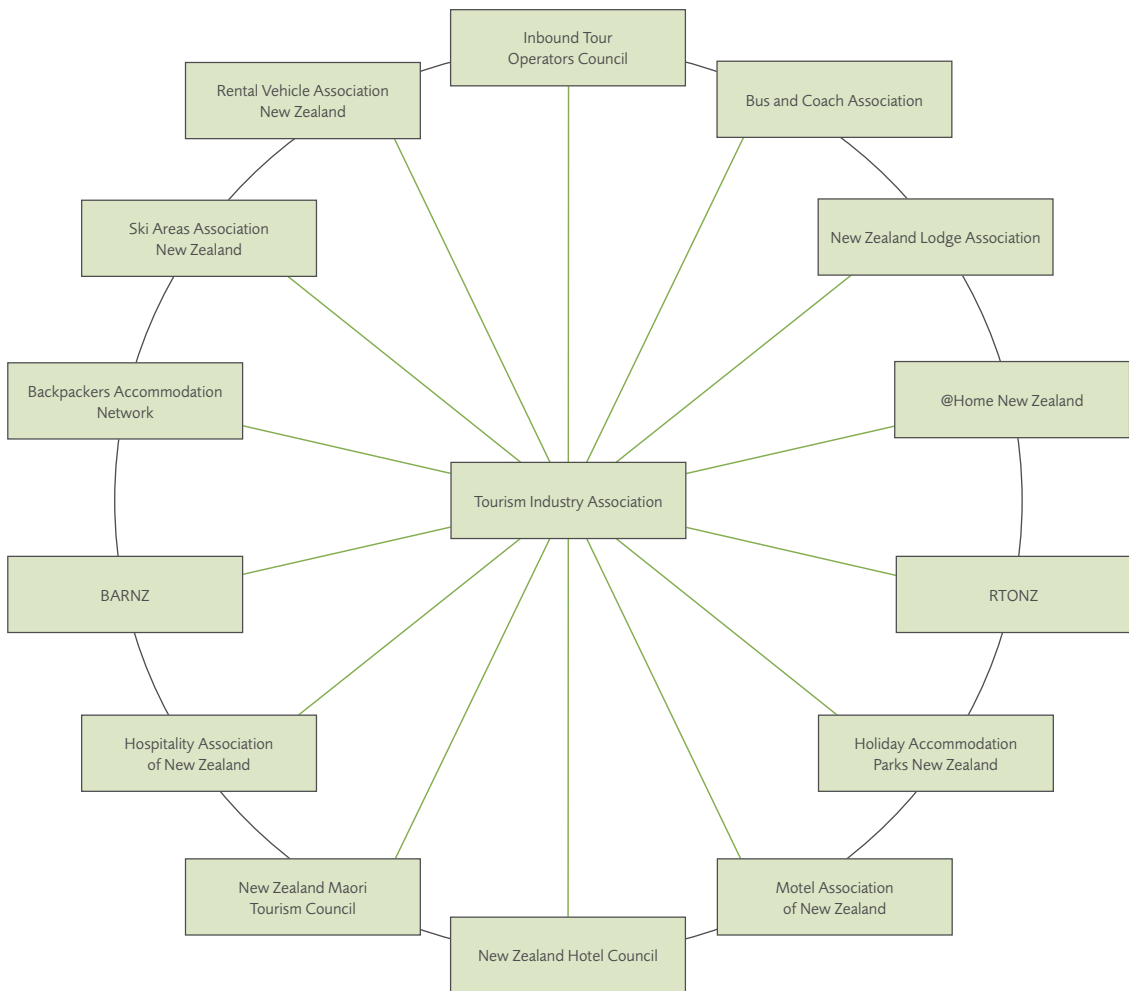
General Manager, The EX Group, Tourism Holdings Limited

**John Thorburn**

Chief Executive, Ngai Tahu Tourism

## BACKGROUND ON THE TOURISM INDUSTRY

### MAIN INDUSTRY ASSOCIATIONS IN THE TOURISM SECTOR



## BACKGROUND ON THE TOURISM INDUSTRY

### The Tourism Industry Association's Ongoing Work

TIA actively comments and provides policy advice to both central and local government on behalf of the tourism industry in the following key areas.

#### NEW ZEALAND TOURISM STRATEGY 2015 (NZTS 2015)

Launched in November 2007, the NZTS 2015 sets the direction for the tourism industry out to 2015, focusing on four key areas:

- delivering world class visitor experiences
- a tourism sector that is prosperous and attracts investment
- protecting and enhancing the environment; and
- working with communities

The government allocated \$2.83 million of implementation funding in the 2008-09 year. Three projects have been assigned to TIA to lead, the main one being to implement the Tourism and Hospitality Workforce Strategy.

TIA is currently finalising a proposal with the Ministry of Tourism covering training and work skills for the tourism industry. A key part of the proposal is a plan to deliver tourism essential skills training for the industry. Other features of the proposal include building capability for small businesses, a marketing and communications campaign to promote a career in tourism as well as new policy initiatives to make it easier for tourism businesses to take on staff. An essential component of the training and work skills plan centres around New Zealand's readiness for the Rugby World Cup in 2011.

While achieving a short term tactical marketing response to the current economic slowdown is the immediate priority of the tourism industry the NZTS 2015 will continue to provide guidance and direction for the industry in its partnership with government in its longer term strategic planning.

#### CONSERVATION

TIA has developed a close working relationship with the Department of Conservation (DOC) in recent years. In August 2008, TIA and DOC reached an agreement on how concessions are allocated to tourism businesses in areas where demand exceeds supply. This agreement recognises the good performance of existing operators and offers them the opportunity to apply for long term concessions so they can invest in their businesses. Other concession issues and the impact upon tourism of proposed changes to the Resource Management Act will be a major focus for TIA in 2009. The industry also works closely with DOC in the development of conservation management strategies and National Park management plans.

#### COMPLIANCE

TIA also comments regularly on compliance issues and their impact on tourism businesses. With the proliferation of small to medium sized businesses in the tourism industry, the time taken to meet the regulatory requirements of central government agencies as well as regional and local government processes is costly for business. The tourism sector believes regulatory reform is needed to reduce the compliance burden and will continue to advocate for this in 2009.

#### EMPLOYMENT

The tourism industry supports changes to employment relations legislation as it believes current employment law is too prescriptive and does not allow for productivity, growth and freedom in the workplace, especially in small businesses. The industry would like to see a 90 day employment trial period as this would encourage more businesses to take on staff while balancing the relationship between employers and employees (this was the position TIA took in a submission to Parliament in 2006 on the Probationary Employment Amendment Bill). Tourism businesses would also like there to be more freedom for employees to choose whether they opt for an individual or collective employment contract. Those on individual contracts should also be allowed to negotiate on the same terms and conditions as colleagues on a collective contract.

## BACKGROUND ON THE TOURISM INDUSTRY

### ENVIRONMENT, CLIMATE CHANGE AND THE EMISSIONS TRADING SCHEME

The tourism industry takes the issue of environmental conservation seriously and understands its importance for New Zealand 100% Pure brand and for tourism sector overall. While supporting the ETS in principal, TIA believes that the implementation of the ETS was too rushed in 2008. More time should be taken to consider the impact of the scheme on the tourism sector. In its presentation to the Select Committee on ETS in May 2008, TIA commented that the government should seriously consider aligning its proposed ETS with Australia. The move would allow time to consider the benefits of having compatible schemes for the two countries and give New Zealand tourism businesses more time to transition to the new scheme.

While the trading component of ETS will not apply to tourism, the downstream fuel and electricity price increases will hit tourism businesses hard, especially small and medium size businesses. In the accommodation sector, for example, it is expected that financial yields for individual businesses could drop by between 3% and 14%. This is in a sector that is already characterised by low margins. Analysis by the Sustainability Council and NZIER in early 2008 also supported the view that the introduction of the ETS would threaten the viability of many businesses in the SME sector, with the potential loss of thousands of jobs.

TIA believes that New Zealand's early adoption of an ETS ahead of other countries also places New Zealand tourism businesses at a disadvantage to our international competitors. A number of these countries have no obligations under the Kyoto Protocol. The Labour Government said there will be transitional government assistance to help industries and households adapt to the ETS but there has been no detail confirmed on what this support might be for the tourism sector. The tourism industry is eager to hear what changes the National government will consider to ETS and what incentives will be available to businesses facing increased costs from the new scheme. TIA's full submission on the ETS from May 2008 is available at [www.tianz.org.nz](http://www.tianz.org.nz)

### IMMIGRATION

Immigration policies that make it easier for tourism businesses to take on staff, especially during seasonal periods, have been an important focus for TIA in 2008. TIA has developed a very close working relationship with the Department of Labour and immigration officials. TIA has facilitated a number of meetings and solutions that have arisen this year for operators in the Queenstown region.

### INFRASTRUCTURE

Good local infrastructure is crucial to the visitor experience to match the expectations of international and domestic visitors. In recent years, investment in local infrastructure has failed to keep pace with the demands. The development of a national convention centre, improvements to cruise ship port facilities and other key national infrastructure components, including improvements in roading and broadband access, are needed and will enable direct economic benefit to be gained from investments that enable New Zealand to grow higher spending tourism segments.

### LOCAL GOVERNMENT

Local authorities have a major stake in the tourism sector principally through their investment in core utilities and infrastructure. Many local authorities also fund the promotion of tourism by Regional Tourism Organisations. This funding is vital for the economic development of many regions (refer Regional Tourism Dimension, p.11) but it is a funding source under constant pressure from ratepayers and councils themselves, some who see tourism promotion anything other than a core service. The tourism industry seeks the support of the new government to back tourism promotion in the regions on the basis that is a key driver of regional economic development.

## BACKGROUND ON THE TOURISM INDUSTRY

### RESEARCH

As well as a lack of research in the tourism areas, the quality, timeliness and relevance of research are in need of urgent improvement. There needs to be a focus on economic statistics that are accurate at regional levels as well as research that can demonstrate tourism's net benefit for communities. The quantum of research funding allocated to tourism should be a lot higher in recognition of the industry's size. A case in point is the Foundation for Research Science and Technology (FoRST) which does not have a specific tourism category acknowledging the value of tourism development to the economy.

### TIA Projects

The New Zealand tourism industry is committed to taking a lead role in protecting and enhancing the environment as outlined in the New Zealand Tourism Strategy 2015 (NZTS 2015). The environment is New Zealand's key tourism product, one of the main reasons that international visitors come here and also important in domestic travel. TIA has led or initiated a number of projects this year with the purpose of making tourism businesses more environmentally sustainable including:

- **Tourism Energy Efficiency Programme:** TIA and the Energy Efficiency and Conservation Authority (EECA) have joined together to improve the energy efficiency of New Zealand tourism businesses. The Tourism Energy Efficiency Programme (TEEP) involves a TIA Membership services pilot project from June 2008, which is signing up 12 New Zealand tourism operators to carry out subsidised energy audits for their businesses. TEEP provides practical assistance for tourism businesses in the accommodation and transport sectors to reduce their electricity consumption, fuel consumption and carbon emissions, improve their environmental performance, improve their energy efficiency and achieve cost savings for their businesses at a time when electricity and fuel costs are rising. TIA and EECA are now continuing the pilot programme into 2009.

- **New Zealand Freedom Camping Forum (NZFCF):** The Freedom Camping Forum was convened in December 2007 by the Tourism Industry Association New Zealand (TIA) following growing concerns about the impacts of freedom camping in several parts of the country. Forum members include representatives from rental vehicle companies, central and local government, Tourism New Zealand, the Holiday Accommodation Parks Association New Zealand (HAPNZ), Police, regional tourism organisations, Transit New Zealand, the New Zealand Motor Caravan Association and DOC. The NZFCF is focused on developing and assisting local government policy development and providing opportunities to better educate visitors about responsible freedom camping. This month, the NZFCF launched a new website [www.camping.org.nz](http://www.camping.org.nz) and supporting promotional material that encourage freedom campers to "ask a local" before they pitch a tent or park a campervan.
- **Love New Zealand Recycling Programme:** TIA was also instrumental in getting government and widespread tourism industry support for the now highly successful Love NZ public recycling programme run by the Ministry for the Environment. As outlined in the Tourism Industry Election Manifesto, TIA would now like to see this programme extended nationally.

### TIA Membership Services

TIA sets up and runs a range of projects aimed at helping to equip members to develop more successful businesses. TIA sector managers work closely with members via regional workshops and regular visits across the country to assist them with day-to-day business development as well as representing them in local government, regional and community forums.

Membership of TIA brings access to many services and discounts from participating business partners. This includes significant savings on a wide range of business and personal services and supplies. For most TIA members, the savings pay back the membership investment many times over. TIA

## BACKGROUND ON THE TOURISM INDUSTRY

benefit partners include Duty Free Stores NZ, Ecostore, Ford, Group Health (Brokers for Southern Cross), Harvey Norman, OfficeMax, Telecom, TNT, Westpac and Yellowpages among others. Further information on membership benefits is available at: [www.tianz.org.nz](http://www.tianz.org.nz)

TIA also keeps its members in touch with wider tourism industry issues via weekly email news updates, regular industry networking events, reference material and reports.

### TIA Events

#### TRENZ 2009

As agent of the Tourism Industry New Zealand Trust, TIA organises New Zealand's biggest annual tourism trade show TRENZ (Tourism Rendezvous New Zealand). TRENZ is the tourism industry's showcase event and is being held in Auckland from 8-11 June 2009. TRENZ brings together 300 buyers from more than 20 countries who meet to do business with more than 300 exhibitors from the core of the New Zealand industry. Many other activities happen in and around TRENZ, including an international media programme, a VIP programme and a range of functions and evening events. For more information, go to [www.trenz.co.nz](http://www.trenz.co.nz)

#### OTHER TIA EVENTS

In 2008, the TIA Trust completed a comprehensive review of its events with the aim of constantly finding fresh, new and innovative ways to engage with members and the wider industry via events that are relevant and meaningful for the tourism industry. As a result, the following TIA events will undergo a period of further review through 2009 with the aim of bringing back stronger industry leadership events in 2010.

#### Tourism Industry Conference

[www.nztourismconference.co.nz](http://www.nztourismconference.co.nz)

- During the consultation process, TIA canvassed the idea of running an "Aligned Tourism Week" with key association stakeholders and industry partners. The idea of a bigger, more inspiring leadership event for the tourism industry in 2010 instead of TIA's annual conference was well supported and is now being scoped.

#### Tourism Industry Awards

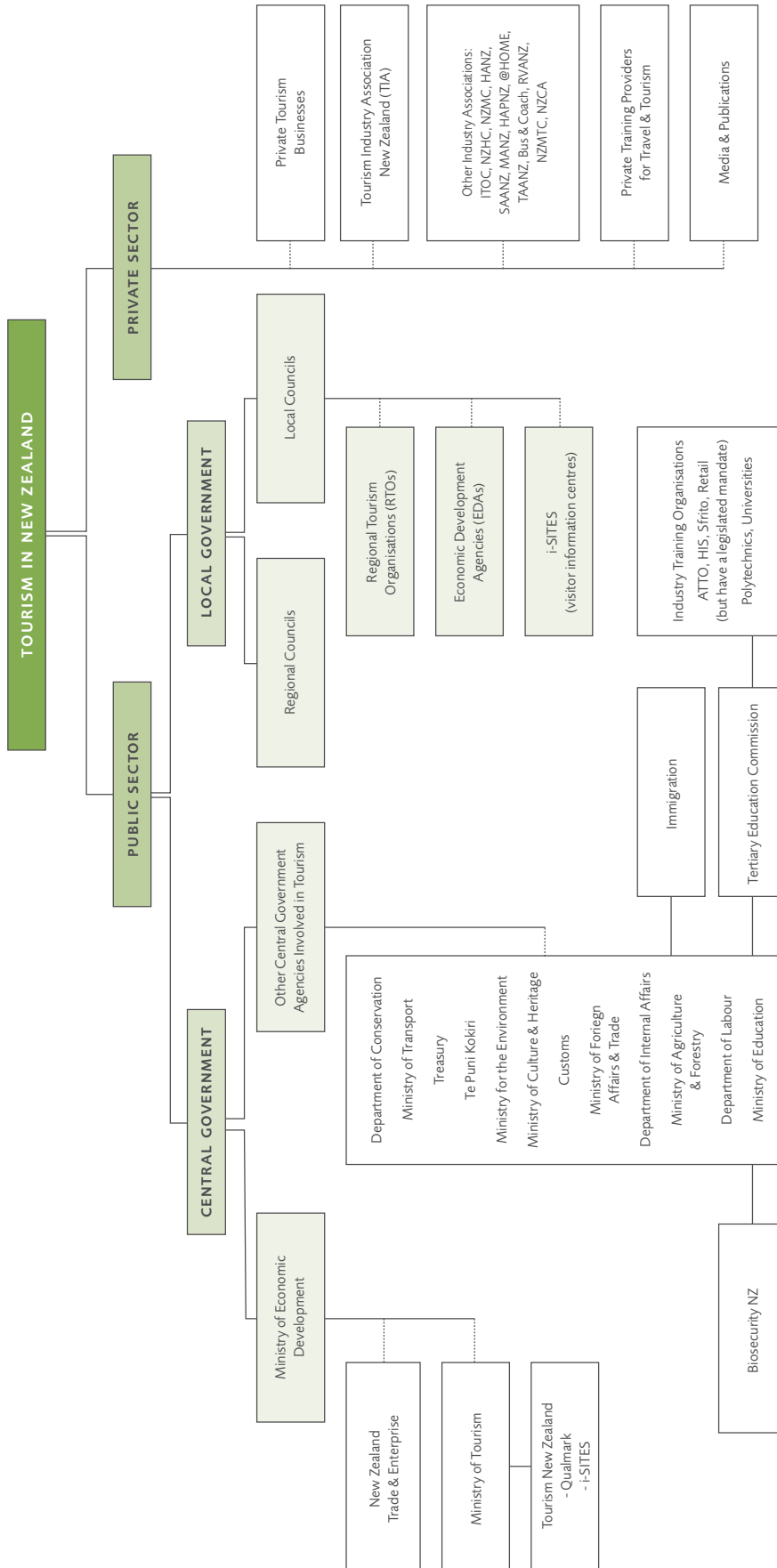
[www.tourismawards.co.nz](http://www.tourismawards.co.nz)

- The Trust is committed to running the Tourism Industry Awards in 2010. Depending upon further industry consultation this will occur either as a part of an "Aligned Tourism Week" or via another suitably matched industry event that would strategically align and compliment the awards evening.

#### PURE LUXURY New Zealand

[www.pureluxury.co.nz](http://www.pureluxury.co.nz)

- The Trust plans to run a PURE LUXURY New Zealand event on 2010.



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