



INBOUND TOUR OPERATORS COUNCIL OF NEW ZEALAND

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ITOC BACKS TOURISM STRATEGY

The Inbound Tour Operators Council of New Zealand (ITOC) has welcomed today's release of the New Zealand Tourism Strategy.

Mr Paul Yeo, Chief Executive of ITOC said, "The Strategy clearly sets out the challenges ahead of us and will give the tourism industry the focus it needs to place tourism as the leading contributor to a sustainable economy."

"Having a successful strategy is all about clear objectives and strong leadership. This is where industry associations such as ITOC have an opportunity to take the high ground outlined in the strategy and work with their members to make a collective difference."

"The next stage of the Strategy, the development of a detailed implementation plan, will be even more important. Of particular interest to ITOC is the need to develop marketing initiatives that focus on new market development that involves both public and private sector investment. The private sector is keen to engage but we're still looking for certainty from the public sector that can only be achieved by greater government funding for Tourism New Zealand," Mr Yeo said.

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For more information, please contact:

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The Inbound Tour Operators Council of NZ was founded in 1971. It represents 250 tour operators and suppliers throughout the country who package, distribute and market New Zealand tourism products and services internationally.