



**tourism
INDUSTRY**
ASSOCIATION NEW ZEALAND

Media Release

New Tourism Strategy an opportunity for \$18.6 billion industry

7 November 2007

The Tourism Industry Association represents about 2000 businesses and organisations within the tourism industry.

Members include airlines, airport companies, and regional tourism organisations, rental car, coach and taxi companies, inbound tour operators, accommodation providers, tourism attractions, researchers, training organisations and tourism services providers.

Tourism is New Zealand's largest export earner – accounting for 19.2% of this country's export earnings.

The Tourism Industry Association organises the New Zealand Tourism Industry Conference, TRENZ, PURE LUXURY New Zealand and the New Zealand Tourism Industry Awards as agent of the Tourism Industry New Zealand Trust.

Go to www.tianz.org.nz

The newly released New Zealand Tourism Strategy 2015 (NZTS 2015) is ambitious but achieving its outcomes can only benefit the tourism industry and the country, Tourism Industry Association New Zealand (TIA) chairman Norm Thompson says.

“We have the opportunity to ensure visitors feel compelled to travel to New Zealand because of the way we interact with our environment – because we really are 100% Pure and we offer outstanding, world class, ‘responsible travel’ choices,” he says.

TIA will lead the implementation planning for the industry in conjunction with sector trade associations and TIA members. It will also be working with central and local government, and seeking support from other sectors of the economy to achieve the vision set out in the NZTS 2015.

“This is a strategy for all of New Zealand. We need to be innovative in our responses to these challenges and work together, to set us apart from our competing destination countries,” he says.

A whole-of-New Zealand approach will be vital to achieve the protection and enhancement of New Zealand's environment envisaged in the NZTS 2015, he says.

“We must deliver in a credible way on the 100% Pure promise that we use when marketing New Zealand off-shore. Our potential visitors, especially from the UK and Europe, are increasingly concerned about climate change and the environmental impact of tourism. We must understand and meet their environmental expectations.”

Mr Thompson says there is an immediate opportunity for operators to develop ‘green’ or ‘responsible’ tourism products, including opportunities for visitors to contribute to the conservation and management of

New Zealand's environment.

However, committed support from central and local government will be needed in areas like recycling, energy and water efficiency, transport infrastructure and conservation projects.

He says world-leading environmental performance will contribute to the other NZTS 2015 outcomes:

- New Zealand delivers a world-class visitor experience
- New Zealand's tourism sector is prosperous and attracts ongoing investment, and
- The tourism sector and communities work together for mutual benefit.

"Sustainability – environmental, social and financial – is the priority for the tourism industry to 2015," Mr Thompson says.

"In 2015, we have a vision of strong, environmentally responsible tourism businesses that we are proud to have represent their communities and New Zealand. As a result, our visitors stay longer, spend more and encourage their friends and relations to travel to this world-leading destination."

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Key statistics about tourism:

- Tourism is the world's fastest growing industry
- It is highly competitive – in London alone, more than 160 countries are being marketed as holiday destinations
- New Zealand tourism arrivals have increased by 61% since 1999 to 2.4 million a year
- Forecast annual growth is 4% on average for at least the next five years
- Tourism is an unusual export sector in that it is a service which is both ‘manufactured’ and consumed onshore, i.e. the customers come to us
- Tourism is New Zealand's single largest export sector and contributed \$8.3 billion of foreign exchange earnings to the economy in the year ended March 2006. That is 19.2% of exports
- Much of this \$8.3 billion is spent in regional and rural New Zealand where it has driven considerable economic development
- Domestic tourism contributes \$10.3 billion to the economy each year, giving a total contribution of \$18.6 billion
- Tourism directly and indirectly employs 10 percent of the work force. That is one in 10 jobs in New Zealand.
- Tourism represents 8.9% (\$12.8 billion) of gross domestic product and generates \$531 million in GST returns from international visitors each year. Tourism is the only export sector whose international customers pay GST.