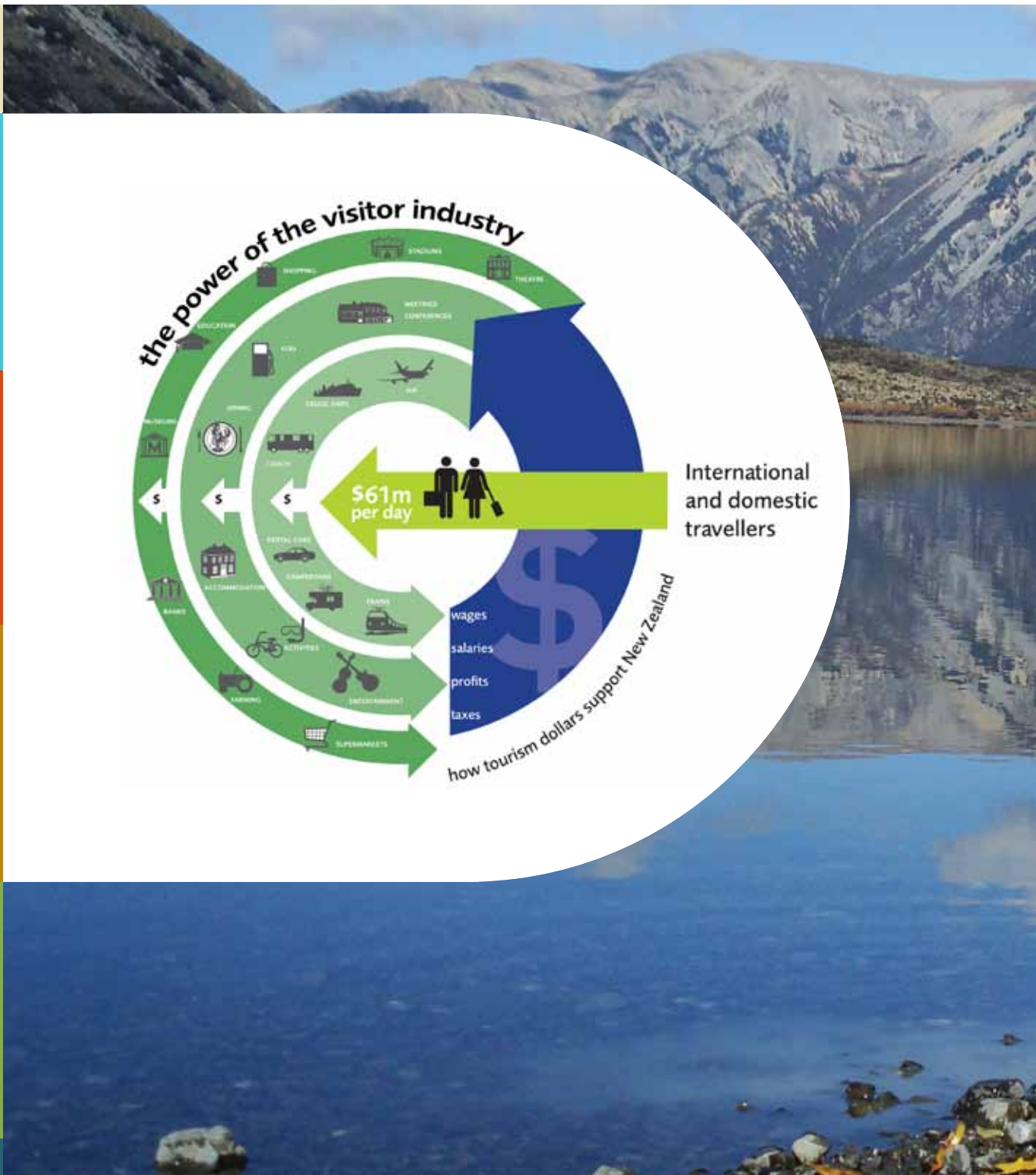




tourism
INDUSTRY
ASSOCIATION NEW ZEALAND

THE VOICE OF THE TOURISM INDUSTRY





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A STRONG UNIFIED VOICE

IS ESSENTIAL TO TOURISM'S FUTURE SUCCESS.
TIA IS THE VOICE OF NEW ZEALAND'S TOURISM INDUSTRY.



// CANTERBURY HIGH COUNTRY. PHOTO BY CLAIRE NEWELL

From John Key



I'd like to thank everyone in the Tourism Industry Association for your contribution to New Zealand's success. The tourism sector makes a major contribution to economic growth in this country, and I know you are working hard to increase this further.

As the global economy recovers from recession, we need to work together to maximise the opportunities coming our way.

That means adapting to meet the expectations of the changing mix of visitors we're expecting in the future – particularly from China and Asia.

It also means making the most of the Rugby World Cup 2011. This is an exciting opportunity for New Zealand and communities all over the country are getting right behind it. I know that our tourism industry will see the benefits for many years to come.

Best wishes

RT HON JOHN KEY
Prime Minister and Minister of Tourism

Chairman's Report

The New Zealand tourism industry started 2010-11 with renewed optimism only to encounter one of the most challenging years on record.

The impact of the devastating Christchurch and Canterbury earthquakes and natural disasters in Queensland and Japan were compounded by the record high New Zealand dollar, the ongoing sting of the Global Financial Crisis in some of our major visitor markets and a sluggish domestic tourism sector.

International visitor arrivals to New Zealand increased by 2.7% in the 2010 calendar year while visitor expenditure dropped by 10%. Members found themselves faced with a rapidly changing market mix. During the year visitors from Asia grew by over 15% while arrivals from traditional markets of UK, USA and Japan declined. Australians continued to come in record numbers but they spent less.

Against this backdrop, a strong, positive and agile Association has been more critical than ever.

TIA has succeeded in lifting tourism's profile and influence. We continued to reap the value from securing the Prime Minister as the Minister of Tourism. John Key's active support for tourism helped TIA tick most of the 'priority for action' boxes in the 2008 Tourism Election Manifesto, including the government's broadband initiative, and more recently the national convention centre.

The government's recognition of TIA's role as an industry leader saw it take an integral role in the adventure tourism safety review, keeping members informed of developments and ensuring their voice was heard. This will continue over the coming years after TIA was charged with implementing several of

the review's recommendations, together with Outdoors New Zealand.

Forging a much stronger partnership with local government was a priority for TIA. The launch of the *Local Government + The Visitor Industry: A Powerful Partnership* set out a roadmap for action which has already reaped results, notably around responsible camping.

As the leader of the Responsible Camping Forum, TIA put a huge effort into bringing about a real commitment for change that will address the social and environmental issues associated with this mode of travel while not diminishing the visitor experience.

TRENZ 2010 was extremely successful, as was the 2010 Tourism Industry Awards. Both events reinforced tourism's importance to New Zealand, as a creator of wealth and jobs.

Nowhere was TIA's agility more to the fore than its quick and effective response to the Christchurch and Canterbury earthquakes. It was a key member of the Visitor Sector Emergency Group and played a significant role in bringing the industry together to chart the way forward and ensure tourism had a strong voice during the Christchurch rebuild stage.

Thanks

I am grateful for the efforts of the TIA Board of Directors who bring their combined skill and experience to the table to support and enhance the Association's work.

Thanks to the TIA team for their hard work on behalf of members, their professionalism and willingness to try new things to take TIA's performance to a new level.

Thanks also to members. Your support for your national Association is more critical than ever if we are to ensure our industry thrives in a fast-changing world.

TIA has succeeded in lifting tourism's profile and influence.



NORM THOMPSON Chairman

Chief Executive's Report

On the advocacy front, months and sometimes years of effort saw us score some significant wins on behalf of members and the wider industry.

I am proud of TIA's performance through what has been a turbulent year for New Zealand's tourism industry.

Giving voice to a diverse and exciting industry is an important part of what TIA does, and despite a turbulent year for New Zealand's tourism industry, we enjoyed many successes on behalf of members.

Our leadership of the Responsible Camping Forum is creating a change in culture that will address social and environmental issues communities have around vehicle-based camping. We made sure the views of tourism operators were heard during the adventure tourism review. The Land and Water Forum was another 'big picture' issue where we ensured tourism had a voice around the table, given the importance of fresh water to many of our members, and the 100% Pure brand.

We entered new territory when we became a founding member of the Visitor Sector Emergency Group, formed after the September Canterbury earthquake, and reactivated after the devastating Christchurch earthquake in February. We appointed a consultant to ensure that tourism was very much on the agenda during the recovery and rebuild stages.

On the advocacy front months and sometimes years of effort saw us score some significant wins on behalf of members and the wider industry. These included the government's decision not to undertake new mining in national parks, the roll out of rural broadband, and the extension of ACC's experience rating to small and medium sized businesses.

We strengthened our relationship with influencers whose work impacts on the tourism industry and held regular meetings with a wide range of individuals and organisations. These included government agencies such as the Departments of Conservation and Labour, and political leaders, notably the Prime Minister and Minister of Tourism John Key, government Ministers, and tourism spokespeople from the other major parties.

Excellent progress was made on the

immigration front, where Immigration New Zealand introduced measures that will make it easier for visitors to travel here, and to work and train while they are in the country. We also saw results in the local government arena, where a closer partnership will help maximise visitor expenditure.

Improving members' business capability was another priority and over the year we introduced several new initiatives to add value in this area, including devoting significant resource to our research programme.

Major events on the TIA calendar included our Road Show Series which brought us face to face with members across the country, getting your views on the state of the industry. These views will help inform the 2011 Tourism Industry Election Manifesto.

Our announcement that we would break with tradition and hold TRENZ 2011 in Queenstown was met with great anticipation, and at the end of the financial year, plans were well in place for a hugely successful event.

Our focus remains firmly on our three-year (2010-2013) Strategy, which has these broad goals:

- providing informed leadership
- enhancing the industry's performance and economic contribution by actively influencing political decision making
- providing business support services that add real value to your businesses.

The last goal has taken on even more importance, given the tough trading conditions facing many members.

I am proud of TIA's performance through what has been a turbulent year for New Zealand's tourism industry. Thank you to my Board and staff for their dedication and commitment.

We continued to receive tremendous support from members, other tourism organisations and stakeholders. By working together we will maximise the value tourism delivers to you and to New Zealand.



TIM COSSAR Chief Executive

Highlights of TIA's year

Adventure Tourism

TIA took an integral role in the adventure tourism review, keeping members informed and ensuring their voice was heard



Local Government

Forging a much stronger partnership with local government was a priority

TRENZ 2010

This very successful event brought together 250 of New Zealand's leading quality tourism operators and 266 influential international travel Buyers to talk business



Insights

TIA ramped up its research programme to help members grow their businesses, with the monthly and quarterly issues of Insights

Immigration

We chalked up several wins that will make it easier for travellers from fast growing markets such as China to holiday here

Mining on conservation land

The government's decision not to undertake new mining in national parks was a great result for the tourism industry. TIA had advocated for this on behalf of members



Earthquake support

We entered new territory following the devastating Christchurch and Canterbury earthquakes, supporting members and the wider industry



Alcohol law reform

Our submission on this Bill called for common sense to ensure law changes don't have a negative impact on the visitor experience

Tourism Industry Awards 2010

An opportunity to celebrate excellence and innovation across our diverse industry

Road Show Series

TIA's Road Show Series brought us face to face with members across the country to get their views on the state of the industry. We'll take these to government in the 2011 Tourism Industry Election Manifesto



Air Passenger taxes

We slammed moves by cash-strapped governments to raise money by taxing air travellers under the guise of so-called "green" taxes

Responsible camping

Our leadership of the Responsible Camping Forum helped bring about a change in culture that will address social and environmental issues around vehicle-based camping



Local Government

For more information visit
[www.tianz.org.nz/main/
local-govt-campaign/](http://www.tianz.org.nz/main/local-govt-campaign/)

A priority for TIA this year was strengthening tourism's partnership with local government in order to maximise the benefit businesses and communities derive from the visitor industry.

On 26 August 2010, TIA and Regional Tourism Organisations of New Zealand launched *Local Government + The Visitor Industry: A Powerful Partnership*. This document highlights the economic wealth visitors pump into the regions and how a closer partnership will maximise the benefits to business communities and councils.

A copy was emailed to every candidate in the October local government elections and to key council staff, generating more than 800 requests for hard copies. We also wrote to all successful mayors, reinforcing the importance of tourism and enclosing a copy of the document. Positively, the elections saw a good number of tourism-friendly candidates and TIA members elected.

A direct relationship has been formed with councils where there is a strong need or a real opportunity to boost the profile of tourism, and where TIA can have a positive impact.

Raising tourism's profile

TIA held regular meetings with Local Government New Zealand and is a member of the Local Government Economic Development Committee which brings together leading mayors, the Prime Minister and Minister of Economic Development.

On 30 November 2010, TIA Chief Executive Tim Cossar made a presentation to an elite panel of the forum, including the Prime Minister and senior ministers and mayors, highlighting how council support and investment in infrastructure like Wellington's Westpac Stadium and events like Taranaki's WOMAD festival can improve the visitor experience and increase visitor spend.

Advocacy

LOCAL GOVERNMENT ACT 2002 AMENDMENT BILL

TIA advocated for local government to continue investment in tourism development, in particular the support it gives to Regional Tourism Organisations, i-SITE Visitor Centres and festivals and events.

The Bill was passed but tourism will not be included in the definition of core services.

ROTORUA VISITOR INDUSTRY REPRESENTATION REVIEW

TIA made a submission to the Rotorua District Council commenting on its review of visitor industry representation in the city. We were pleased to see a new Tourism Advisory Board created.

DUNEDIN CITY COUNCIL ANNUAL PLAN 2010/11

TIA's submission in support of members helped convince the Dunedin City Council to scale back plans for the introduction of a targeted tourism rate that it was going to apply to bed and breakfast establishments.

"Great relationships between the visitor industry and local government are vital to the success of tourism at a regional level. TIA recognises the importance of this relationship and has been hugely supportive of RTOs, in particular through the development of *Local Government + The Visitor Industry: A Powerful Partnership*. This document has become a fantastic resource."

CHARLIE IVES
Executive Officer
Regional Tourism
Organisations New Zealand
(RTONZ)



// LAUNCH OF LOCAL GOVERNMENT + THE VISITOR INDUSTRY:
A POWERFUL PARTNERSHIP

// WESTPAC STADIUM - PHOTO BY WELLINGTON CITY COUNCIL

// KAIKOURA - PHOTO BY BRIAN BELL

Christchurch and Canterbury Earthquakes

“Christchurch and Canterbury Tourism wish to acknowledge the generous support that has been provided by TIA in the area of industry and government liaison since the February earthquake. This valuable support from TIA has been acknowledged by our local tourism sector and has contributed significantly to developing coherent strategies for our tourism recovery process.”

TIM HUNTER
Chief Executive Officer
Christchurch & Canterbury
Tourism



4 September 2010 Canterbury earthquake

TIA was part of the Visitor Sector Emergency Group (VSEG) that formed after the 4 September Canterbury earthquake to produce regular updates for the industry and international markets. Other members included Tourism New Zealand (TNZ), and the Ministry of Economic Development's Tourism Strategy Group (MED).

VSEG set up lines of communications with key agencies, including Civil Defence and Christchurch and Canterbury Tourism.

TIA also communicated directly with members, checking on their safety and status and offering support and useful information. Launched one week after the earthquake, TIA's Quake Break Facebook page attracted almost 400 fans and more than 80 special offers from tourism operators around the country for Christchurch and Canterbury residents wanting "time out" from the aftershocks and recovery process.

22 February 2011 Christchurch earthquake

Less than one hour after the devastating 22 February earthquake struck Christchurch, VSEG reformed to coordinate a national level tourism response and provide daily travel advisories to international markets. The group was broadened to include the Ministry of Foreign Affairs & Trade, Education Ministry, Education New Zealand and Immigration New Zealand.

A well as communicating up-to-date, consistent and factual information about the impact of the disaster on the region's tourism sector, VSEG assessed the impact of the earthquake on the wider New Zealand tourism industry and liaised with decision makers such as Civil Defence and the Earthquake Recovery Minister's office.

TIA communicated regularly with other tourism organisations to give them updates and gather details of activity in their sectors. With assistance from Christchurch International Airport Ltd, we provided support to Christchurch and Canterbury Tourism and local operators to ensure we retained a strong Canterbury presence at TRENZ 2011.

We also personally contacted as many of our members as possible in Christchurch and Canterbury to offer support.

TIA fronted considerable media attention around the earthquake and its impact, which intensified following Japan's massive 4 March earthquake and tsunami.

NZ Tourism Earthquake Response Forum

The NZ Tourism Earthquake Response Forum organised by TIA, TNZ and MED in Wellington on 21 March 2011 brought together about 80 tourism leaders to discuss the issues, challenges and solutions to minimise the impacts of the earthquake on our tourism industry. An action plan was developed to guide industry responses over the short and medium term. TIA liaised with the New Orleans Convention & Visitor Bureau about that city's recovery from Hurricane Katrina and arranged for CEO Stephen Perry to address the Forum.



Responsible Camping

For more information visit www.camping.org.nz

After another summer of poor results, the TIA-led Responsible Camping Forum took a far less compromising stance than previously in 2010-11, demanding a greater sense of urgency and commitment from all stakeholders to minimise environmental and social problems.

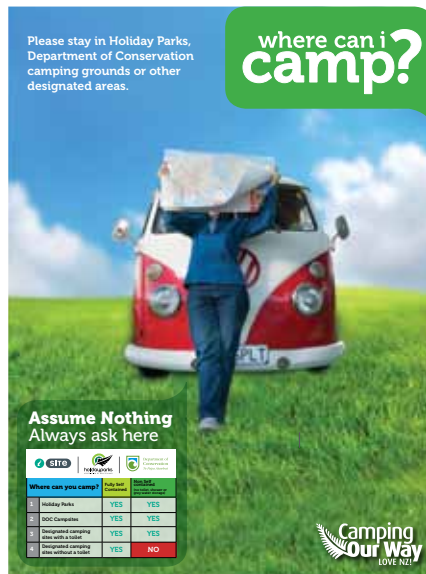
In a major development, local government agreed to establish a fair, strong and legal enforcement regime that is nationally consistent. TIA addressed 18 community meetings to promote local action that supports the national direction and encourages regions to work together to achieve a consistent approach to responsible camping.

Thousands of posters and flyers were distributed highlighting key responsible camping educational messages. Greater efforts were made to reach visitors not using the commercial fleets, including distributing flyers via major car yards that trade cheap cars and vans. Forum member New Zealand Motor Caravan Association also encouraged its 20,000 plus members to camp responsibly. The www.camping.org.nz website owned by TIA received large and growing visitation.

The Forum has created the momentum for a cultural shift in New Zealand around responsible camping.

"The freedom camping issue has been one that has attracted considerable media and community interest. Rather than waiting for the Government to address the issue the tourism industry, led by TIA, has tackled the issue using a solutions-based approach."

FERGUS BROWN
Chief Executive
Holiday Accommodation
Parks Association of
New Zealand



"Tourism Holdings Ltd (thl) fully supports the work of TIA and the leadership they provide within the industry. The advocacy role has been key to assisting the direction for responsible camping and represents one example where the value of membership has been clearly demonstrated."

GRANT WEBSTER
Chief Executive Officer,
Tourism Holdings Ltd



For more information visit
[www.tianz.org.nz/main/
adventure-tourism-review/](http://www.tianz.org.nz/main/adventure-tourism-review/)

Adventure Tourism

"A lot of work has gone into the Adventure Tourism Review, and a lot more work is still to be done. None of what has been achieved would have been possible without the focused and dedicated input of TIA. Tireless efforts to keep the adventure tourism sector informed and involved, providing leadership and clarity on the issues and desired outcomes is yet another example of the leadership provided by TIA."

JEROEN JONGEJANS
Director
Dive! Tutukaka



TIA has been an integral part of the Adventure Tourism and Commercial Outdoor Sector Safety Review since it was called for by the Prime Minister in late 2009 in order to strengthen safety across the industry.

We ensured the views of our members and the wider adventure tourism sector were communicated to the review team and have continued to keep them informed of progress.

The government charged TIA and Outdoors New Zealand with implementing five recommendations coming out of the review. These are:

- establish an industry-led entity to strengthen the safety management framework for the adventure tourism sector
- develop a generic safety guide
- develop additional guidance to better inform operators about their current responsibilities, particularly activity specific guidance
- ensure that better and more consistent information on the adventure tourism sector is collected, and that its collation is improved

- investigate whether instructors and guides should hold qualifications and work only within the scope of those qualifications for some commercially delivered activities.

In March 2011 we began a series of 19 nationwide workshops to update operators on the review outcomes and get their feedback into the generic safety guide.

TIA supports the actions that have come out of the review and is confident they will strengthen New Zealand's position as a world leader in adventure tourism.

Pre-season safety workshops

Seven pre-season safety workshops were held with operators to help ensure their operational safety plans were up-to-date, effective and ready for the upcoming 2010-2011 summer season. The workshops were well attended.



Research For Success

TIA ramped up its research programme in 2010/11 to help members grow their businesses.

Our comprehensive programme is aimed at providing members with free, accurate and practical market intelligence and analysis of what this means for their operation. We are also producing in-depth information to provide policymakers, interest groups and industry with a better understanding of the tourism sector.

Insights Monthly and Quarterly

TIA's first Insights Monthly was launched on 16 November 2010 to very positive feedback. The monthly Insights provides members with the most up-to-date information and research available to assist in their business planning and decision making. It offers insights into current international and domestic tourism trends, with tips on how this information can help them be more successful.

Insights combines TIA's own research on the current mood of the tourism industry with the interpretation of current tourism-related statistics and international reports. Information is one of the key drivers to business success.

Insights Quarterly launched in March 2011, building on the monthly report.

Insights is free to TIA members, and can be purchased by non-members.

State of the Tourism Sector 2011

TIA started working with Lincoln University on the inaugural State of the Tourism Sector. The objective of this partnership project is to better understand how the tourism sector sees its future and what challenges and opportunities lie ahead in the short and longer term. The State of the Sector was launched at the Tourism Summit in July 2011.

Mood of the New Zealand Traveller

The quarterly Fly Buys and Colmar Brunton Mood of the New Zealand Traveller survey continued to be released by TIA, providing members with up-to-date and useable information about domestic travellers, including motivations and barriers to travel and most popular destinations.

I have found the TIA Insights report particularly useful to help keep my finger on the pulse of the tourism industry. It's a great chance to step back from the day-to-day running of the business and see the emerging trends. If we can see where tourism in New Zealand is headed, we are better placed to take advantage of opportunities that arise.

SHANE LAURENCE
Commercial Manager
Flying Kiwi
Adventure Tours



// PHOTO BY MATT FOY/KAIKOURA KAYAKS



// CENTRAL OTAGO RAIL TRAIL, PHOTO BY KAYE WILSON/THE ADVENTURE CENTRE "CYCLING THE CENTRAL OTAGO"

Strengthening Relationships

"We were welcomed into the Immigration Forum by TIA and were able to table one of the key concerns for our sector - immigration and its integral link to tourism from a work, study and travel perspective. This forum is allowing tourism, education and immigration sectors to work together to identify potential education tourism, and travel to work tourism opportunities."

MICHELLE TRAPSKI
CEO - AJ Hackett Bungy.
Chair – Backpacker Youth
and Adventure Tourism
Assn.



"The New Zealand tourism industry has predominantly small players and will never be in a position to represent their own requirements. This gives rise to the need of a truly professional body to understand, interpret and influence the various legislative authorities. TIA has shown exceptional endeavour and passion over the last decade and must be supported by all to allow them to continue their good work."

**DAVID GATWARD-
FERGUSON**
Managing Director
Nomad Safaris



Building relationships with the people and organisations that influence tourism policy, remove barriers to travel, cut red tape, improve the visitor experience and stimulate growth is a high priority for TIA.

Immigration New Zealand – removing barriers

TIA invested considerable effort strengthening our relationship with Immigration New Zealand (INZ), resulting in several wins that will make it easier and faster for travellers to secure visas to travel to New Zealand, and for visitors to work and train while they are here.

We initiated regular meetings with INZ officials to discuss New Zealand's long term strategic goals for immigration and issues such as working holiday schemes, issuing of temporary work permits, and the changing needs of visitor markets.

In June 2011 INZ announced a range of measures it had taken to speed up the processing of visas for visitors from the fast growing China market. It also announced that effective 1 July 2011, visa holders would no longer have to obtain a variation of conditions to undertake training authorised by their employer as part of their job, something TIA had long been advocating for.

Department of Conservation – key partner

The Department of Conservation (DOC) is a major investor in tourism and was a key partner in the Adventure Tourism and Commercial Outdoor Sector Safety Review, the New Zealand Freedom Camping Forum and discussions around Tongariro Alpine Crossing safety and quality issues.

TIA actively encouraged DOC's moves to provide better support and new opportunities for businesses to work on the public conservation estate.

Meeting with influencers

TIA regularly met with a wide range of government and non-government organisations whose work impacts on and influences tourism. These included Tourism New Zealand, Ministry of Economic Development, Rugby World Cup 2011 Office, ACC, Department of Labour, ATTO, Mountain Safety Council, NIWA, Maritime New Zealand, Outdoors New Zealand and Qualmark.

We also gained access to political leaders in order to raise the profile of tourism and the industry's issues and opportunities. Quarterly meetings were held with the Prime Minister and Minister of Tourism John Key. Other politicians we met with included Immigration Minister and Associate Tourism Minister Jonathan Coleman, Conservation and Labour Minister Kate Wilkinson, Minister of Economic Development Gerry Brownlee and representatives from the other major parties including Labour Tourism Spokesman Kelvin Davis, Green Co-leader Russel Norman, and ACT Tourism Spokesman John Boscawen.

TIA advocating for the tourism industry

For more information visit www.tianz.org.nz

One of TIA's most important roles is to tackle the issues that are important to members and we are pleased to report some significant successes in 2010. These are some of the subjects we dealt with in 2010-11.

Mining in National Parks

The government's decision not to undertake new mining in national parks was a great result for the tourism industry, and one the majority of our members welcomed. It was also something TIA had advocated for in our submission on the government's proposal to mine Schedule 4 areas of the public conservation estate.

The mining issue was one that evenly divided TIA members and our submission reflected that. We took a balanced approach, and said while we were not opposed to mining, we were opposed to new mining in national parks. Our members told us that additional mining in these pristine environments could harm our international reputation, affecting not only tourism but the many other industries that leverage off the 100% Pure brand.

Alcohol Law Reform

TIA made written and oral submissions on the Alcohol Reform Bill, arguing that common sense is needed to ensure it doesn't have a negative impact on the visitor experience and New Zealand's \$22.4 billion tourism industry.

We said our members generally support the social objectives of the Bill that aim to reduce the harm caused by excessive drinking and intoxication, but have concerns relating to particular clauses that could potentially damage tourism and hospitality businesses who are largely responsible hosts. The government is still considering what changes it will make.

"We are tackling major European governments that are choking off travel to and from New Zealand simply to raise extra taxes. New Zealand needs as much weight and good data as we can muster in these battles and TIA's Simon Wallace has pulled together industry perspectives and coordinated with the Government to ensure our concerns are clearly heard in Europe."

KEVIN WARD
Chief Executive
New Zealand Airports
Association



// CATHEDRAL COVE IN SUMMER, PHOTO BY CASSIE TILBY//AA TOURISM

Keeping air passenger costs down

AIR PASSENGER TAXES

TIA slammed moves by cash-strapped governments to raise money by taxing air travellers under the guise of so called "green" taxes. We worked with the Inbound Tourism Operators Council, the New Zealand Airports Association and government agencies to fight these passenger charges which unfairly penalise long-haul travellers, including making a submission and writing to the UK and German governments.

When the UK government decided to review its Air Passenger Duty (APD), TIA, ITOC, New Zealand Airports Association and Travel Agents Association of New Zealand made a strong submission, condemning the tax as a barrier to long-haul travel and nothing more than a blunt taxation instrument to help reduce debt. A UK government decision on increases to the APD is pending.

AVIATION SECURITY CHARGES

Ongoing work by TIA and the Board of Airline Representatives New Zealand (BARNZ) helped bring about an almost 50% drop in aviation security charges for international passengers and a 21% drop in domestic charges.

The government reduced charges from \$15 to \$10 for departing international passengers in April 2010, and made a further reduction to \$8 effective 1 July 2011, while domestic charges dropped from \$4.66 to \$4.35, and then to \$3.70. TIA and BARNZ had argued these charges should be reduced given the large fiscal surpluses held by the Aviation Security Service.

Tourism and UE

TIA, the Hospitality Association of NZ and the Aviation, Tourism and Travel Training Organisation (ATTTO) protested strongly against proposed changes to school University Entrance requirements that could have serious implications for the tourism and hospitality sectors.

We argued that the New Zealand Qualification Authority's proposal to exclude tourism from an approved UE requirement subject list would send a message to schools and teachers that tourism was a subject for less capable students and an industry that could only provide limited career options. A decision is pending.

Rolling out rural broadband

TIA's continued efforts in this area helped contribute to the government's rural broadband initiative, which will benefit many tourism operators in New Zealand's more remote and rural regions.

Reducing compliance costs

ACC EXPERIENCE RATING

TIA's submissions and the efforts of the industry helped persuade ACC to extend experience rating to small and medium sized businesses. The change means that businesses implementing good safety practices, injury management and injury prevention systems in their workplaces could receive discounted levies. Together with others, we also argued against further levy increases, and in July 2011 ACC proposed levy reductions of more than half a billion dollars for workers and businesses from April 2012.

DEPRECIATION CHANGES

Submissions by TIA and other industry players saw the Inland Revenue Department make changes to the depreciation regime to ease the cost burden on tourism businesses, in particular hotels. TIA and PriceWaterhouseCoopers also published advice for members on the practical implications of the government's changes around depreciation, announced in the 2010 Budget.

National convention centre

Development of a national convention centre was one of TIA's top priorities for the new government to address when it was elected in 2008 and something we have continued to lobby for with great results. In June 2011 SKYCITY Entertainment Group announced it was in negotiation with the government to build a \$350 million, 3500-seat national convention centre in Auckland. It is projected to attract 183,000 delegates annually, adding an extra 101,000 visitor nights and 350,000 additional delegate attendee days in Auckland.

Land & Water Forum

TIA was involved in the pan-industry Land and Water Forum to find ways of better managing fresh water and the adjacent land. This was an important initiative for TIA to be involved in given the importance of fresh water to many visitor-based activities. Our rivers, lakes and streams also play a key role in underpinning the 100% Pure brand. Participation also helped TIA build relationships with sectors whose work impacts on tourism, such as farming and horticulture.

The Forum's report was released in September 2010, followed by public consultation. The government is expected to announce what recommendations it will act on in 2011.

"Over the past couple of years TIA has led the way on behalf of the industry regarding employers' levies being paid to the ACC workers' fund. Ski Areas Association NZ (SAANZ) members were particularly hard hit last year (100% increase) but after the consultation period proposed levies were reduced by 20% thanks to TIA's help."

MILES DAVIDSON
Chief Executive
Ski Areas Association NZ



Membership

For more information visit
www.tianz.org.nz

Adding value

Membership of TIA delivers numerous benefits such as access to services, free market intelligence and research, and discounts from our business partners, including Westpac, Telecom and JTL.

We are continually looking for ways to add even more value and in 2010-11 introduced several new initiatives to help members improve their business capability.

- Two practical workshops were held in centres throughout New Zealand during the year. The Online Technology & Social Media workshop and the Being A Great Employer & GST workshop were both extremely popular, attracting hundreds of attendees.
- Ten online training modules were accessible free to TIA members and their staff at any time. The practical modules ranged from five ways to increase profits to online marketing.
- TIA's Case Studies in Tourism DVD offered members ideas and business tips from three successful tourism operators – Encounter Kaikoura, Taupo Bungy and YHA Wellington. Free to TIA members,

the DVD covered a variety of subjects, including marketing, staffing, safety and systems and providing a world class visitor experience, adding value and environment and community.

- Full members were offered free access to a business mentor to help their operation prosper.

Free website listing

All members were offered a free listing on TIA's website that can be viewed by anyone, and the opportunity to offer special deals to TIA members and their staff.

Save Money & Save Energy!

TIA produced a guide for energy efficiency for tourism businesses, a practical guide which showed members simple ways to save energy and money – sometimes tens of thousands of dollars.

A joint initiative from TIA and the Energy Efficiency and Conservation Authority, the guide features tips and short case studies from operators around New Zealand, ranging from holiday parks to ferry operators.

Photo Competition

After the unqualified success of TIA's inaugural photo competition in 2009, we again offered members the chance to send in their best photos, capturing what makes a great New Zealand holiday.

The winning photo, R Tucker Thompson at Waewaetorea in the Bay of Islands, was taken by Alex Chavalias who won a Sony Cybershot Camera Combo Deal RRP worth \$246. Thanks to Duty Free Stores who supplied the camera and Harvey Norman for the spot prizes.

The most popular photos were printed in TIA's 2011 calendar which was sent to members.



// PHOTO BY ALEX CHAVALIAS, "R TUCKER THOMPSON AT WAEWAETOREA"



// PHOTO BY STEVEN ROBERTSON, "KIWIANA"



// PHOTO BY ASPIRING GUIDES, "ON A CLEAR DAY IN FIORDLAND"



// PHOTO BY ELIZABETH PROCTOR, "BEACHED AS IN WHANANAKI ESTUARY"

Communications and Media

Keeping members up-to-date with what's happening in their industry is a core role for TIA, as is promoting the value of the tourism industry to New Zealand through the media, and responding to and highlighting industry issues.

The media increasingly turned to TIA for comment on a wide range of subjects, from alcohol law reform and ACC levies to natural disasters at home and abroad and changing market dynamics. We also proactively spoke out on the issues impacting on members and the wider industry, via media releases, columns, articles and blogs.

Big issues where we represented members' views through the media included the adventure tourism safety review, responsible camping, the Christchurch and Canterbury earthquakes, and Rugby World Cup 2011.

Communicating with members

Our weekly electronic newsletter T-Mail kept members up-to-date with TIA initiatives and other relevant developments, trends and issues, while the daily Today's Tourism News let them know what was happening in their industry across the country and ensured they stayed abreast of current affairs impacting on tourism.

We increased our use of Facebook as a communications channel, with dedicated TIA

and TRENZ pages. Following the 4 September 2010 Canterbury earthquake we also set up the successful Quake Break Facebook page in support of tired and traumatised Cantabrians.

TO magazine

New initiatives during the year included *TO*, a quarterly magazine for members. Launched in April 2010, the magazine inspired and informed members about issues, trends and new developments in New Zealand and internationally.

Rugby World Cup 2011

TIA met regularly with Rugby World Cup 2011 stakeholders, including Tourism New Zealand, New Zealand 2011 Office and the tournament organisers to ensure members were kept up-to-date on the tournament and the opportunities it offered.

Crisis management

As well as devoting significant resource to managing the industry's response to the Christchurch and Canterbury earthquakes, TIA was called on by individual members to advise and assist with crisis communications and planning.



New tourism industry events

Regional Road Show Series

MARCH / APRIL 2011, 11 LOCATIONS AROUND NEW ZEALAND

TIA's Regional Road Show visited 11 centres in March and April 2011 and heard the views of grassroots operators on the state of the industry. This feedback has helped inform the content of the Tourism Election Manifesto TIA is developing, which will set out the industry's priorities for action for the incoming government following the 26 November General Election.

Tourism leaders' meetings with the Prime Minister

Two meetings with the Prime Minister and Minister of Tourism John Key were organised for invited tourism leaders over a breakfast in Wellington in September 2010 and lunch in Auckland in November 2010. A wide range of issues was canvassed, including airline capacity, GST, the exchange rate and Chinese visitor visas.

New Zealand Tourism & Hospitality Alliance

In July 2010, TIA organised the first of a regular series of meetings for tourism sector associations under the banner New Zealand Tourism & Hospitality Alliance. We instigated the meetings to encourage the associations to work together on matters of common interest and to contribute to the development of the Tourism Election Manifesto.



// TIA ROAD SHOW SERIES



// PHOTO BY SCHWEEB

For more information visit
www.trenz.co.nz

TRENZ 2010



//PHOTO BY MURRAY LLOYD

Held in Auckland for the second consecutive year, TRENZ 2010 brought together 250 of New Zealand's leading quality tourism operators and 266 international travel Buyers from major and emerging visitor markets.

Buyer numbers were up on the previous year, a very good result given the pre-TRENZ issues of flight disruptions due to the Iceland volcano, political unrest in Thailand, and many Buyer markets still feeling the pain of the Global Financial Crisis.

The Buyers and Exhibitors met over the three-day event – the largest international trade event on the New Zealand tourism industry's calendar – negotiating business deals for the coming seasons.

Twenty-two Exhibitors attended TRENZ for the first time and almost 65 new activity, accommodation and transport products were on show, ranging from shark cage diving to a Maori cultural experience bringing legends to life.

More than 30 international Media delegates attended, along with 25 New Zealand journalists. They enjoyed a full Media programme which included presentations on Rugby World Cup 2011 and a briefing from the Prime Minister and Minister of Tourism John Key. For the first time, Media were able to schedule their own appointments with Exhibitors.

SPEEDMEET was another new addition to TRENZ 2010, introduced after operators asked for different ways they could connect with international Buyers they wouldn't have the opportunity to meet during the normal appointment process.

In a break from tradition, TIA announced that TRENZ 2011 would be held in Queenstown, hosted by the Southern Lakes region.

SPONSORS FOR TRENZ 2010



// PHOTOS BY MURRAY LLOYD

2010 Tourism Industry Awards

For more information visit
www.tourismawards.co.nz

Christchurch Casino, a business that puts innovative workplace training at the heart of its culture and as a result reaps the rewards with increased staff loyalty, competitiveness and 'customer delight', was the winner of the Air New Zealand Supreme Award in the 2010 Tourism Industry Awards.

Organised by TIA, the awards were announced at a gala event in Auckland on 14 October, attended by about 360 industry leaders and supporters. Prime Minister and Minister of Tourism John Key presented the Supreme Award to Christchurch Casino, which also won the ATTO Workplace Training Award.

Awards were presented across a range of categories to operators who displayed innovation in everything from marketing to environmental sustainability. Two awards were also presented to individuals who have made an outstanding contribution to tourism, and a third to one of the industry's rising stars.

Award winners came from regions across the country and ranged from large companies with hundreds of employees to family run operations. They showed that being small was no deterrent to running a savvy and successful tourism business.

"The Bolton Hotel was delighted to be awarded the Westpac Hotel of the Year at the 2010 Tourism Industry Awards. This award is held in high esteem within the industry and is something we have aspired to achieving. Being an independent hotel it is important to be recognised and this award certainly achieves this goal."

WARWICK ANGUS
Managing Director
Bolton Hotel



AIR NEW ZEALAND



AIR NEW ZEALAND SUPREME AWARD, AND
ATTO TOURISM WORKPLACE TRAINING AWARD

Christchurch Casino



2010 Tourism Industry Award Winners

TOURISM NEW ZEALAND INNOVATIVE MARKETING CAMPAIGN AWARD

Kelly Tarlton's
Antarctic Encounter
& Underwater World



ATTO TOURISM EDUCATION AND TRAINING AWARD

The International Travel
College of New Zealand



DOC CONSERVATION IN ACTION AWARD

Lochmara Lodge Wildlife
Recovery and Arts Centre



LOCAL GOVERNMENT HELPING VISITOR INDUSTRY AWARD

Te Kahui Tupua: Sacred Peaks
– Ruapehu District Council



WESTPAC HOTEL AWARD

Bolton Hotel



BACKPACKER AWARD

YHA Wellington City



HOLIDAY PARK AWARD

Kennedy Park TOP 10 Resort



MOTEL AWARD

Anchorage Motel



FESTIVAL/EVENT AWARD

Rhythm and Vines Festival Ltd



VISITOR ATTRACTION AND EXPERIENCE AWARD (LARGE)

Explore NZ



VISITOR ATTRACTION AND EXPERIENCE AWARD (SMALL AND MEDIUM)

Wilson's Abel Tasman
National Park



VISITOR TRANSPORT AWARD

Stray - Adventure Tours



Individual Awards

HORWATH HTL SIR JACK NEWMAN AWARD

Wally Stone, Whale Watch Kaikoura >

OUTSTANDING CONTRIBUTION TO TOURISM

Jeanette Richardson, Waitangi National Trust

PATA YOUNG TOURISM ENTREPRENEUR AWARD

Ryan Sanders, Haka Tours >



FINANCIAL RESULTS

The financial result for the year ended 31 March 2011 shows a net surplus of \$40,082.

INCOME

MEMBERSHIP

The 2010-11 annual membership income of \$1,026,000 is a slight increase of \$5,000 over the previous year. TIA was pleased that membership held during these difficult trading circumstances.

OTHER INCOME

Secretariat fees are payments for the financial, IT, phone, reception and other such services provided to partner tourism and travel trade associations. Secretariat income was \$65,000.

Management fees are charged by the Tourism Industry Association NZ Inc (TIA) to the Tourism Industry New Zealand Trust to deliver major events. TRENZ and the Tourism Industry Awards were run in 2010. Management fee income this year was \$527,000.

The remaining income comprises interest received \$44,000, commission and sponsorship income \$46,000, project income \$64,000 and administration fees from the Tourism Industry New Zealand Trust of \$352,000. This administration fee is an allocation of overhead expenses for rent, utilities, insurance, accountancy etc.

Overall total income of TIA was \$2,157,354.

EXPENSES

Total expenses before tax for the year were \$2,104,990 which is \$26,000 lower than in 2009-10. This was due to savings made over a number of areas. There was an increase in expenses for employment costs and membership projects.

SUMMARY

As a result of the above, and detailed further in the financial statements, TIA recorded a net surplus of \$40,000 with year end reserves of \$1,532,000.

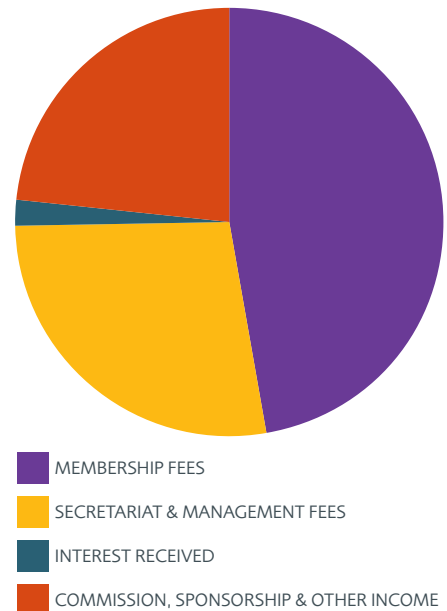
CONSOLIDATION

Under Financial Reporting Standards, TIA and the Tourism Industry New Zealand Trust are required to provide Consolidated Financial Statements. The two entities are separate structures with different purposes..



TARSHA TRIPLOW Accountant

INCOME MIX 2010-11



SUMMARY STATEMENT OF FINANCIAL PERFORMANCE

AS AT 31 MARCH 2011

	2011 \$	2010 \$
INCOME		
Continuing Activities		
Membership Income		
Application & Entrance Fees	4,198	6,800
Membership Fees	1,021,411	1,014,235
	1,025,609	1,021,035
Other Income		
Secretariat & Management Fees	592,119	547,974
Interest Received	44,150	33,264
Commission, Sponsorship & Other Income	495,476	761,404
	1,131,745	1,342,642
Continuing Activities	2,157,354	2,363,677
EXPENDITURE		
AGM/Meeting Expenses	23,231	33,761
Business Development Expenses	67,290	79,412
Conference & Subscriptions	14,604	12,955
Depreciation	74,839	77,202
Employment Expenses	1,430,236	1,360,438
Information Technology Expenses	57,548	59,220
Legal & Accounting Expenses	19,880	21,863
Membership & Communications	118,100	90,992
Office Expenses	73,272	81,258
Public Relations	20,516	48
Property & Occupancy Expenses	109,866	109,837
Roadshows & Seminars	0	842
Projects & Research	45,143	162,709
Other Expenses	50,464	40,565
Taxation Expense	12,283	9,180
	2,117,272	2,140,282
NET SURPLUS/(DEFICIT) FOR THE YEAR	40,082	223,395

SUMMARY STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2011

	2011 \$	2010 \$
ACCUMULATED FUNDS		
Balance at beginning of Year	1,491,877	1,268,482
Net Surplus for year	40,082	223,395
TOTAL ACCUMULATED FUNDS	1,531,959	1,491,877
Represented By:		
CURRENT ASSETS		
Cash & Bank	192,441	463,095
Short Term Deposits	801,404	500,000
Accounts Receivable	780,418	730,759
Prepayments and other Current Assets	14,564	161,875
Loan to Tourism Industry NZ Trust	650,000	650,000
	2,438,827	2,505,729
CURRENT LIABILITIES		
Income in Advance	728,235	870,302
Accounts Payable	21,137	74,534
Employee Entitlements	86,537	64,884
Other Accrued Liabilities	24,391	48,878
GST Payable	123,557	98,671
Taxation Payable	(1,748)	5,229
	982,109	1,162,498
NET WORKING CAPITAL	1,456,718	1,343,231
NON CURRENT ASSETS		
FIXED ASSETS	75,241	148,646
TOTAL NET ASSETS	1,531,958	1,491,877

For and on behalf of the Association


NORM THOMPSON Board Chairman

DATE 16 June 2011

This is a summary of the full financial statements as at 31 March 2011. The full statements have been audited and are available on request from TIA. Please note, this summary has not been audited.

Financial Performance and Position

TOURISM INDUSTRY NEW ZEALAND TRUST

Financial Performance and Position

FINANCIAL RESULTS

The Trust had a good year in the 2010-11 year. There were two events this year, TRENZ and the 2010 Tourism Industry Awards.

INCOME

Income was received from three main sources – interest received, sponsorship and event revenue.

TRENZ

TRENZ 2010 was held in Auckland at the ASB showgrounds and was a great success. The event made a surplus of \$297,000 which was higher than budgeted. This result was a combination of additional spend by delegates at the event and careful management of expenses.

EXPENSES

The most significant expense is for the TIA administration fee which allocated office overheads between TIA and the Trust.

SUMMARY

The Trust recorded a surplus this year of \$75,000. Net equity in the Trust is \$298,000.



TARSHA TRIPLOW Accountant

SUMMARY STATEMENT OF FINANCIAL PERFORMANCE

AS AT 31 MARCH 2011

	2011 \$	2010 \$
OPERATING REVENUES		
Interest Received	69,299	62,565
Commission, Sponsorship & Other Income	60,000	60,000
	129,299	122,565
Event Revenue		
TRENZ		
Income	2,315,524	2,644,736
Expenses	2,018,466	2,353,372
Net Surplus	297,058	291,364
Tourism Awards		
Income	199,070	2,000
Expenses	189,824	1,766
Net Surplus	9,246	234
Total Event Revenues	306,304	291,598
TOTAL REVENUES	435,603	414,163
OPERATING EXPENSES		
Audit Fees	5,000	4,000
Bank Fees	1,383	-542
Legal & Professional Fees	125	7,101
Research & Consulting	-	21,570
Other Organisations - Subscriptions	1,145	1,145
TIA Administration Fee	352,572	298,683
General Expenses	51	4,192
Grants Paid	-	10,000
Total Operating Expenses	360,276	346,149
NET SURPLUS/(DEFICIT) FOR THE YEAR	75,327	68,014

SUMMARY STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2011

	2011 \$	2010 \$
TRUST EQUITY	298,278	222,951
Represented By:		
CURRENT ASSETS		
Cash & Bank	260,104	430,770
Short Term Deposits	2,155,557	2,190,000
Accounts Receivable	359,518	316,735
Prepayments and other Current Assets	88,097	357,797
	2,863,276	3,295,302
CURRENT LIABILITIES		
Income in Advance	1,637,807	2,013,450
Accounts Payable	73,220	286,243
Loan from Tourism Industry Association	650,000	650,000
GST Payable	203,971	122,658
	2,564,998	3,072,351
NET WORKING CAPITAL	298,278	222,951
TOTAL NET ASSETS	298,278	222,951

For and on behalf of the Association


NORM THOMPSON Board Chairman

DATE 16 June 2011

This is a summary of the full financial statements as at 31 March 2011. The full statements have been audited and are available on request from TIA. Please note, this summary has not been audited.

Consolidated Financial Performance and Position

CONSOLIDATED STATEMENT OF FINANCIAL PERFORMANCE

AS AT 31 MARCH 2011

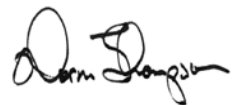
	2011 \$	2010 \$
INCOME		
Membership Income		
Application & Entrance Fees	4,198	6,800
Membership Fees	1,021,411	1,014,235
	1,025,609	1,021,035
Other Income		
Secretariat & Management Fees	65,119	80,974
Interest Received	113,449	95,829
Commission, Sponsorship & Other Income	202,904	512,721
	381,472	689,524
Event Income	833,304	758,598
Net Income for the year	2,240,385	2,469,157
EXPENDITURE		
AGM/Meeting Expenses	23,231	33,761
Business Development Expenses	67,290	79,412
Conference & Subscriptions	15,749	12,955
Depreciation	74,840	77,202
Employment Expenses	1,430,236	1,360,438
Information Technology Expenses	57,548	59,220
Legal & Accounting Expenses	25,005	32,964
Membership & Communications	118,100	90,992
Office Expenses	74,655	81,861
Public Relations	20,516	48
Research & Consultancy	109,866	184,279
Property & Occupancy Expenses	-	109,837
Roadshows & Seminars	45,143	843
Other Expenses	50,515	44,757
Taxation Expense	12,283	9,180
	2,124,977	2,177,749
NET SURPLUS/(DEFICIT) FOR THE YEAR	115,408	291,408

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2011

	2011 \$	2010 \$
ACCUMULATED FUNDS		
Capital	10	10
Balance at beginning of year	1,714,817	1,423,409
Net Surplus for year	115,408	291,408
TOTAL ACCUMULATED FUNDS	1,830,235	1,714,827
Represented By:		
CURRENT ASSETS		
Cash & Bank	452,545	893,866
Short Term Deposits	2,956,962	2,690,000
Accounts Receivable	1,082,365	1,047,494
Prepayments and other Current Assets	102,664	385,989
	4,594,536	5,017,349
CURRENT LIABILITIES		
Income in Advance	2,366,043	2,883,752
Accounts Payable	31,789	223,094
Employee Entitlements	86,537	64,884
Other Accrued Liabilities	29,391	52,879
Taxation Payable	(1,748)	5,229
GST Payable	327,529	221,330
	2,839,541	3,451,168
NET WORKING CAPITAL	1,754,995	1,566,181
NON CURRENT ASSETS		
FIXED ASSETS	75,240	148,646
TOTAL NET ASSETS	1,830,235	1,714,827

For and on behalf of the Association


NORM THOMPSON Board Chairman

DATE 16 June 2011

This is a summary of the full financial statements as at 31 March 2011. The full statements have been audited and are available on request from TIA. Please note, this summary has not been audited.

2010-11 Board of Directors



AIR TRANSPORT DIVISION
Norm Thompson (Chairman)
Deputy Chief Executive
Air New Zealand



SURFACE TRANSPORT DIVISION
Sue Sullivan
General Manager Sales
Tourism Holdings Ltd



**ADVENTURE
TOURISM & OUTDOOR
ACTIVITIES DIVISION**
Geoff Gabites
Managing Director
Adventure South



TOURISM SERVICES DIVISION
Oscar Nathan (Deputy Chairman)
Director
ON TOURISM



**ACTIVITIES &
SHOPPING DIVISION**
John Thorburn
Chief Executive
Ngai Tahu Tourism



GENERAL INDUSTRY
Fergus Brown
Chief Executive
Holiday Accommodation Parks
Assn of NZ



DISTRIBUTION DIVISION
Brian Henderson
Chief Executive
Tourmasters South Pacific
(NZ) Ltd



GENERAL INDUSTRY
Grant Lilly
Regional General Manager NZ &
Pacific Islands
Qantas Airways



HOSPITALITY DIVISION
Simon Jamieson
General Manager
SKYCITY Hotels Group
Auckland



GENERAL INDUSTRY
Graeme Osborne
Chief Executive
Tourism Auckland
(Resigned October 2010)



**HUMAN RESOURCE &
EDUCATION DIVISION**
Semisi Taumoepeau
Head of Programme, Arts,
Hospitality & Tourism
Management Programme
AIS St Helens



GENERAL INDUSTRY
Peter Blackwell
Chief Executive
AA Tourism Ltd
(Elected October 2010)



REGIONAL DIVISION
Don Gunn
General Manager
Destination Rotorua Tourism
Marketing



**TOURISM NEW ZEALAND
REPRESENTATIVE**
Paul Richardson
Vice President
Accor Hospitality NZ & Fiji



tourism INDUSTRY

ASSOCIATION NEW ZEALAND

HERE'S HOW TIA SUPPORTS YOUR BUSINESS

Real support for your business whenever you need it

TIA exists to look after its members and help strengthen the tourism industry. We are at the centre of promoting the development and growth of New Zealand's \$21 billion tourism industry.

We provide leadership in a diverse and exciting industry. We tackle the issues that are important to you, no matter how complex they are, and we speak out when it matters.

We are here for you, our members. We are always keen to hear from you. Call us on 04 499 0104 or email info@tianza.org.nz

Getting the most from government

- TIA is the lead national private sector organisation speaking on behalf of the tourism industry
- We fiercely advocate to every level of government and other decision makers on the issues that matter to tourism operators
- We make sure tourism is noticed, better understood, and better resourced to grow and prosper
- We are committed to assisting individual members or entire sectors on a wide variety of issues

Building capability

- TIA offers tourism-specific business tools and projects designed to help members develop more successful businesses
- We assist members to develop business capability, and improve bottom line and market performance. We do this through one-on-one support, workshops and newsletters
- We create connections and put you in touch with the right people, through events like TRENZ, seminars and personal referrals
- We keep you in touch with your industry with:
 - weekly email news updates
 - links to the major tourism-related headlines in the news each day
 - a quarterly member magazine
 - valuable information and training on our website www.tianza.org.nz

Reducing expenses

- TIA's business partners offer bottom line savings to your business. Visit www.tianza.org.nz for details of significant savings on a wide range of business and personal services and supplies
- Members benefit from discounts to TRENZ and other TIA events