

# The voice of the New Zealand Tourism Industry



tourism  
INDUSTRY  
ASSOCIATION NEW ZEALAND

The Tourism Industry Association (TIA) is the largest representative body of tourism operators in the country. Our job, put simply, is to look after our members and ensure they have every opportunity of doing the best business they can.





Tourism is a hugely significant contributor to the New Zealand economy. It is New Zealand's single largest export sector. In 2004, it brought 2.3 million people in to the country. And they in turn brought in over \$7.5 billion. That's nearly 18% of New Zealand's total export earnings, most of which was spent with New Zealand businesses.

One in ten people work in jobs that are generated by tourism demand. In the last five years alone, 26,000 new tourism jobs have been created, many of them in regional communities.

But it is an industry that is diverse in size, spread and character. Some of the operators in it are large, some very large. But most, no less important, are niche and small. What unites them is their industry, their passion, and their belief in what tourism can do for New Zealand.

Where tourism goes, every part of New Zealand now goes. As an industry we have to nurture, nourish and protect this.

And that's what the Tourism Industry Association is all about.

Very simply, we are the champions and advocates for those who deliver the visitor experience in New Zealand.

We are a membership based and independent organisation representing over 2000 members – from the largest to the smallest operators – who collectively make up 85% of the country's tourism turnover.

Our aim, on behalf of our members, is to use their collective strength to lead the industry towards recognition of New Zealand as the world's best tourism environment.

**We focus on:**

- Working with those who plan and promote the long term sustainability of the tourism industry
- Encouraging careful management of how we use the environment
- Providing a central voice for industry leadership
- Promoting professional excellence
- Protecting the interests of members to enable the delivery of world class experiences
- Ensuring that those with a stake in tourism are engaged and informed

# The benefits of TIA membership

Over 2,000 tourism businesses – all sizes from multi-national airlines to small specialist businesses – belong to TIA. This gives our members, no matter what their size, the power of a single collective voice. They also have access to programmes and initiatives that help them improve their business and product capability.

Using our purchasing power we have developed alliances with various companies throughout New Zealand where members are recognised and can benefit directly with cash savings.

## These include:

- Comprehensive telecommunications packages.
- Business and personal banking packages, including merchant processing, tailored to the individual business requirements.
- Many members receive substantial benefits from items such as travel, accommodation, stationery, hardware and reduced courier rates.

Significant discounts can also be gained on registration prices at all TIA events, including Tourism Industry Rendezvous New Zealand (TRENZ) and the Tourism Industry Conference New Zealand.

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*"The major benefit of membership of TIA for HAPNZ and our 295 members is the policy work that TIA undertakes on behalf of the tourism industry. All of our members are SME's and individually, and as a group, we do not have the same voice as TIA. We fully endorse TIA and the Tourism Strategy. We see membership of TIA as being an important part of our commitment to developing tourism in New Zealand in a professional manner."*

**Fergus G Brown** Chief Executive HAPNZ

*"Being a progressive tourism company, focused on delivering a quality product, we find that it is essential for River Valley to not only be kept abreast of developments within the industry, but also have a say where we can. We believe that TIA is the body that best represents our interests on a national level. There are of course other benefits which we also make use of. These include the discount card which we are not too shy to use! We would recommend other operators to join the association"*

**Brian Megaw** River Valley



## What we do

Advocacy and policy

Industry Development

Events

Working with other organisations

### 1

#### Advocacy and policy

We champion the interests of our members with government and other decision makers. We build partnerships between the industry and government. And we try to make sure that tourism and its influence is regarded positively by all the people and agencies who have an influence on it. For example, we represented tourism operators at a DOC hearing concerning the future management of Milford Sound. We have consulted with the government on the sustainable funding of visitor arrival services such as Customs, Aviation Security and MAF Biosecurity. This is our main job, being the voice of the industry.

### 2

#### Industry development

We manage projects that help our members run successful businesses.

We provide valuable information, workshops, toolkits, service standards and planning tools for our members.

And we provide industry leadership in the management of New Zealand as a visitor destination.

# 3

## Events

The events that we run provide invaluable business and networking opportunities for our members. They are significant events in the industry calendar and include:

- Tourism Industry Rendezvous New Zealand – TRENZ
- Tourism Industry Conference
- Tourism Industry Awards
- Tourism Industry Regional Seminars, in which we are key participants

# 4

## Working with other organisations

We work and maintain relations with all parties involved – actively or on the periphery – in the tourism industry including government departments and ministries, local government bodies and any group or association involved in the tourism industry in New Zealand.

At all times we champion the interests of our members, ensuring they have every opportunity of doing the best business they can.

