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Media Release

Generating knowledge to support sustainable tourism

A framework to lead and manage the insight available to New Zealand tourism operators and support sustainable growth of the \$35 billion industry was launched by Tourism Industry Aotearoa today.

“The **Tourism 2025** growth framework identified that getting accurate and timely insight from data and research is crucial for the industry’s ongoing success. However, while there is a lot of data available, the needs of users are only being partly met because the current insight system is incomplete and disjointed,” TIA Chief Executive Chris Roberts says.

The Tourism Insight Framework aims to drive changes so that tourism businesses and stakeholders have the quality knowledge needed to make better informed decisions and achieve better outcomes.

Tourism insight is sourced from various types of data, analysis and strategic research, both government and private sector generated. How this information is interpreted, packaged and made available is crucial, as information is only ‘insightful’ when it generates knowledge to support tourism decision-making.

“Extensive work has been completed to understand the current state of the tourism insight system, what the industry wants from a future insight system and the actions needed to bridge that gap,” Mr Roberts says.

The industry-led framework has five inter-related elements:

- leadership
- sustainable funding
- quality inputs
- technology
- enabling better decisions

Under each element, the Tourism Insight Framework sets out a series of actions for both the private sector and government.

“Today’s launch is just the start. We will now begin the substantial task of improving the insight system guided by the framework. We are determined to seek solutions to ensure the industry benefits from the trusted, accessible and relevant insight it needs to support sustainable tourism,” Mr Roberts says.

To read the Tourism Insight Framework, go to:

www.tia.org.nz/advocacy/tia-projects/tourism-insight-framework

TOURISM INDUSTRY AOTEAROA

Level 4, 79 Boulcott Street, PO Box 1697, Wellington 6140, New Zealand

P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz

[Facebook](#) [Twitter](#) [LinkedIn](#)

For further information, please contact:

Ann-Marie Johnson
Communications Manager
Tourism Industry Aotearoa
DDI: 04 496 5001
Mobile: 027 600 4565
Email: ann-marie.johnson@tia.org.nz
www.tia.org.nz
www.tourism2025.org.nz

KEY FACTS

- Tourism in New Zealand is a \$95 million per day industry. Tourism delivers around \$40 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$55 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$14.5 billion or 20.7% of New Zealand's foreign exchange earnings (year ended March 2016).
- 13.2% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 332,322 people are working in the visitor economy.
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

Visit www.tia.org.nz for more information

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Level 4, 79 Boulcott Street, PO Box 1697, Wellington 6140, New Zealand
P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz
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