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Media release

Tourism Industry Aotearoa forms new partnership with Marsh

A new partnership has been agreed between Tourism Industry Aotearoa (TIA) and Marsh New Zealand.

Marsh is an international risk advisor, insurance broker and employee benefits provider serving commercial and individual clients globally with data driven solutions. The collaboration was announced at the Tourism Summit Aotearoa, which Marsh also supports as an event sponsor.

As a global provider of risk advisory, insurance solutions and employee benefits advice, Marsh delivers specialty capabilities designed to achieve robust, sustainable results for clients. Marsh has in-depth knowledge and experience in the tourism sector worldwide and looks forward to delivering the benefits of this to all of TIA's 1650 members.

Deborah Fisher, Head of Client and Business Relationships at Marsh in New Zealand, says: "Our focus continues to be ensuring the tourism sectors in New Zealand are able to access smart risk advisory services and innovative solutions. Our commitment to the members of TIA remains our top priority."

The partnership builds on a previous relationship between TIA and the JLT Group. On 1 April 2019, Marsh & McLennan Companies (MMC) and JLT Group became one company, bringing together two high-performing teams who will continue to deliver risk advisory and insurance solutions as Marsh New Zealand.

TIA Chief Executive Chris Roberts describes the partnership as a win-win for the tourism industry, stating: "TIA is excited to be working with Marsh. We're looking forward to helping our members access the expert insurance advice they need."

Marsh New Zealand will also act as TIA's principle risk and insurance advisor.

For more information, please contact:
Ann-Marie Johnson
Communications Manager
0276 004 565
ann-marie.johnson@tia.org.nz

KEY FACTS

TOURISM INDUSTRY AOTEAROA

Inspire House, 125 Featherston St, Wellington 6011, New Zealand
P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz



- Tourism in New Zealand is a \$107 million per day industry. Tourism delivers around \$44 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$63 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$16.2 billion or 20.6% of New Zealand's foreign exchange earnings (year ended March 2018).
- 13.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 365,316 people are working in the visitor economy.
- The **Tourism 2025 & Beyond** sustainable growth framework/Kaupapa Whakapakari Tāpoi has a vision of growing a sustainable tourism industry that benefits New Zealanders.

Visit www.tia.org.nz for more information

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