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## Media Release

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# Discussing Tourism around the country

Tourism businesses around New Zealand are being invited to discuss the big challenges and opportunities facing them and their regions at a series of events organised by Tourism Industry Aotearoa.

Starting in Rotorua on 12 June, TIA will take the one-day [Discussing Tourism](#) events to three other locations around the country – Auckland (13 June), Queenstown (18 June) and Christchurch (20 June).

“The annual series of regional events provides an important forum to discuss the issues, challenges and opportunities facing tourism businesses, and connects local businesses with industry leaders. These discussions are focused on business learning, and there will be many practical tools and tips for attendees to take away and implement in their organisations,” says TIA Chief Executive Chris Roberts.

“There’s a real focus on how we can build an industry that is environmentally, economically and socially sustainable, while delivering an outstanding visitor experience.”

Consultant futurist Phil Tate of Simplicitate will guide discussions on what operators believe the tourism industry should look like in 2025, ahead of a reset of the Tourism 2025 Growth Framework that TIA is undertaking this year.

Specialists from outside the tourism industry will share their perceptions of the industry, and provide operators with ideas about how the industry can correct misconceptions.

“Everyone in the industry has a role to play in improving public understanding of tourism and the contribution it makes to communities across the country,” Mr Roberts says. “We’re also encouraging local councils to send representatives along to get greater insight into the value of tourism.”

Each event will include a presentation from the host region’s tourism organisation on local challenges and how these are being responded to.

Mr Roberts says attendees will have an opportunity to discuss the big challenges of growth from a local perspective, and that there will also be plenty of time for networking.

### TOURISM INDUSTRY AOTEAROA

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“The Discussing Tourism events will be lively and thought-provoking. With great support from the host region tourism organisations, we’re looking forward to hearing from grassroots tourism operators around the country.”

For more details and to register, go to the [Discussing Tourism website](#).

Discussing Tourism is supported by the [Tourism Industry New Zealand Trust](#), [TourConnect](#), [Anderson Lloyd](#) and the [International Travel College of New Zealand](#).

**For further information, please contact:**

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## KEY FACTS

- Tourism in New Zealand is a \$99 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 \$59 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 2017).
- 14.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 399,150 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](http://www.tia.org.nz) for more information

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