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Media Release

Easter trading law change boost for tourism

The new Easter Sunday trading law will benefit both the tourism industry and local economies, Tourism Industry Aotearoa says.

TIA has long advocated for Easter trading laws to be liberalised, and is welcoming the law change allowing councils to decide whether shops in their areas can trade on Easter Sunday.

Many TIA members wish to have the option of opening their businesses at Easter, particularly when major events are being held in their region, such as the Warbirds Over Wanaka International Airshow, TIA Chief Executive Chris Roberts says.

“These events can attract thousands of visitors but the previous legislation meant they could not visit local shops, depriving the business community of the benefits of these events,” Mr Roberts says.

However, TIA would have preferred a national rule, rather than leaving it up to 67 councils to decide when and where shops will open.

“Our visitors move quickly between regions and finding shops open in some places and not others does not create the seamless experience that visitors are looking for and that the tourism industry wishes to deliver,” Mr Roberts says.

“A national approach would provide certainty for everyone, so TIA will be closely monitoring the development of bylaws around the country. We will continue to advocate for the best possible experience for both international visitors and New Zealand holidaymakers.”

To read TIA’s submission on the Shop Trading Hours Amendment Bill, go to <https://tia.org.nz/assets/Uploads/Shop-Trading-Hours-Amendment-Bill.pdf>

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KEY FACTS

- Tourism in New Zealand is an \$81.6 million per day industry. Tourism delivers around \$32 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$49 million in economic activity every day
- Tourism is one of New Zealand's biggest export industries, earning \$11.8 billion or 17.4% of New Zealand's foreign exchange earnings (year ended March 2015)
- 12.1% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 295,908 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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