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Media Release

Entries open for NZ Tourism Awards 2016

Entries open today for the prestigious New Zealand Tourism Awards 2016, with competition expected to be fierce given the record results the industry is achieving.

This is the second year of a new-look and expanded awards programme celebrating individuals and organisations that are fast-tracking the industry towards its Tourism 2025 \$41 billion annual revenue goal.

“Tourism is now New Zealand’s largest export industry, with earnings exceeding all forecasts. That growth is being supported by outstanding performance from operators across the country and we encourage them to enter,” says Chris Roberts, Chief Executive of Tourism Industry Aotearoa (TIA) which runs the Awards.

“These are the industry’s premier awards and the winners provide a benchmark of excellence and inspiration to other tourism businesses.

“There are many benefits from entering, and for our winners there is also a generous package of prizes, with the Air New Zealand Supreme Tourism Award winner receiving international air travel of \$10,000.”

Mr Roberts says there are individual awards for tourism industry leaders across the generations, plus awards that recognise business excellence, as well as awards for marketing, Maori culture, environmental excellence, industry alignment and for an organisation enabling the industry to achieve its aspirational goals.

The winners will be announced at a gala Awards Dinner in Auckland on 29 September 2016.

For more information on New Zealand Tourism Awards categories, criteria and key dates, visit www.nztourismawards.org.nz

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About the New Zealand Tourism Awards

The New Zealand Tourism Awards 2016 are run by TIA, with Award Partners Air New Zealand and the Ministry of Business, Innovation & Employment.

The Awards are also supported by the Department of Conservation, Auckland Airport, Mercury Energy, Spark Business, Westpac, JLT/AIG, ServiceIQ, Crowe Horwath International, PATA New Zealand Trust, Sudima Resorts and Hotels and Auckland Tourism, Events & Economic Development.

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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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