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Media Release

New flights to grow emerging tourism market

Air New Zealand's new flights from the Philippines will help deliver on the tourism industry's goal of growing total annual revenue to \$41 billion by 2025, says the Tourism Industry Association New Zealand (TIA).

Pending government and regulatory approvals, the new air route linking Manila with Auckland will launch in December 2016, with three flights per week.

"This new service connects Auckland to one of the major Pacific Rim cities with a rapidly growing middle class who are keen to travel," TIA Chief Executive Chris Roberts says.

"We already have six travel buyers from the Philippines coming to [TRENZ 2016](#), the New Zealand tourism industry's premier annual international trade event, which is taking place in Rotorua, 10-13 May. They will be looking for New Zealand activities and experiences to sell in this emerging market. Today's announcement of permanent new direct flights will only boost their interest."

The tourism industry's [Tourism 2025](#) growth framework identifies increases in sustainable air connectivity as critically important to boosting the industry's value, from its current \$30 billion a year to \$41 billion.

"We know that new airline routes help stimulate demand, so we look forward to seeing more visitors arriving from the Philippines year-round," says Mr Roberts.

Tourism 2025 identified that when new air connections are established the whole tourism industry benefits.

"To ensure new air services are sustainable, it's also vital that tourism operators on the ground get in behind them, by offering fantastic products and experiences that appeal to that market."

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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.tianza.org.nz for more information.