

OUR VISION

\$41 BILLION

visitor economy by 2025

OUR MISSION

Through leadership, influence and action achieve tangible benefits for the tourism industry and New Zealand.

To achieve tangible benefits for the tourism industry and strongly advance towards the vision of a \$41 billion visitor economy by 2025, TIA has identified that for the next three years there are eight key priorities falling under two focus areas. These are listed below.

TIA IS LEADING, INFLUENCING AND DELIVERING AGAINST TOURISM 2025

People & Skills

Productivity and visitor experience are being improved by addressing short, medium and long term workforce issues, including capacity and service levels.

Insight

Relevant, reliable and timely insight is driving better decision-making across the industry.

Dispersal

Productivity gains are being achieved through a cohesive industry approach to regional and seasonal dispersal, including maximising the potential of domestic tourism.

Visitor Experience

Value is being created through the delivery of outstanding and safe visitor experiences.

Infrastructure

Solutions are being identified where public spending decisions and/or market failure is not delivering infrastructure and investment needs that support the visitor economy.

Policy Settings

Tourism growth is being facilitated by TIA proposing and influencing policy and regulatory settings.

TIA IS A STRONG AND RESPECTED INDUSTRY BODY

Alignment

Commitment of the public and private sectors to Tourism 2025 is strengthened, monitored and reported on.

Efficiency

Appropriate industry association structures and roles are identified and achieved, with a financially sound TIA focused on its responsibilities as the peak body.

WHAT WILL OUR SUCCESS LOOK LIKE IN 2018?

Tourism 2025 is strongly tracking towards its aspirational growth targets.

TIA is recognised as the leading influence in shaping the visitor economy.

Cohesion and industry alignment is being achieved.

Industry operators are experiencing tangible and significant benefits.

TIA has a sustainable financial model and is efficiently using its resources.

ABOUT TIA

TIA is the only independent association that represents all sectors of New Zealand's large and diverse tourism industry. We are vocal supporters of our industry, working to ensure tourism gets the recognition it deserves as a vital contributor to the country's economic and social health.

- > We lobby local and central government to shape policies and create an environment that helps our industry grow and flourish.
- > We led development of the industry's Tourism 2025 growth framework.
- > We provide leadership on matters that impact on the competitiveness and success of the tourism industry.
- > We deliver a comprehensive and diverse range of industry events including: TRENZ, The New Zealand Hotel Industry Conference, TIA Regional Tourism Summits, The Great Adventure, TIA National Tourism Summit.

www.tia.org.nz | www.drivesafe.org.nz | www.camping.org.nz | www.supportadventure.co.nz

TIA BUSINESS PARTNERS



**TOURISM
2025** 
GROWING VALUE TOGETHER
WHAKATIPU UARA NGATAHI

PRODUCTIVITY

Productivity for profit

INSIGHT

Prioritise insight to drive and track progress

VISITOR EXPERIENCE

Drive value through outstanding visitor experience

CONNECTIVITY

Grow sustainable air connectivity

TARGET

Target for value

