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## Media Release

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# PM raised profile of tourism in Govt

Tourism Industry Aotearoa has paid tribute to Prime Minister John Key, saying he raised the profile of New Zealand's biggest export sector across the Government.

The tourism industry was delighted when Mr Key took over the tourism portfolio when he was elected as Prime Minister in 2008, TIA Chief Executive Chris Roberts says.

"Mr Key has succeeded in ensuring the importance of the tourism industry to New Zealand's economy is recognised at the highest levels of government. He has also been a natural front person for New Zealand and this has presented some powerful opportunities to promote New Zealand overseas," Mr Roberts says.

"As the tourism industry has grown, we have been grateful for the Prime Minister's support, most recently with the Government's rapid action to help the recovery of Kaikoura's tourism sector."

Over the years, Mr Key has been very generous with his time, attending numerous TIA events, including the Tourism Summit Aotearoa, New Zealand Tourism Awards and New Zealand's biggest tourism showcase, TRENZ.

"The industry has always deeply appreciated the opportunity to hear directly from Mr Key about how his Government is supporting tourism. He has been ably assisted by Associate Tourism Ministers who were able to take on some of the detailed work that Mr Key's Prime Ministerial duties didn't allow time for," Mr Roberts says.

"With some far-reaching discussions about tourism funding and infrastructure on the horizon, we look forward to Mr Key's successor as Tourism Minister continuing to be a senior Cabinet Minister who can place industry concerns in the context and priority they deserve."

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## KEY FACTS

- Tourism in New Zealand is a \$95 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 \$55 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 2016).
- 13.2% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 332,322 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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