

27 March 2025  
Media statement

## TIA celebrates boost for regional tourism

TIA welcomes the announcement from the Minister of Tourism and Hospitality today to drive visitor arrivals across New Zealand.

“It is so exciting to see this investment which will support a breadth of initiatives to encourage regional visitation – especially as we head into the traditionally quieter months of autumn and winter,” says TIA Chief Executive Rebecca Ingram.

The total of \$3 million will support six initiatives ranging from the top of the North to the bottom of the South Island. The funding is intended to support short, sharp campaigns delivered between April to July, focusing on key visitor markets to New Zealand including Australia and North America.

The Regional Tourism Boost contestable fund was launched by Minister Upston in February, with applications asked to promote quality travel experiences outside of the main tourist hotspots.

“We know that there are countless, vibrant experiences for visitors right across our country. It is great to see such strong collaboration between tourism regions in the successful bids. Winter is traditionally a very quiet time for tourism businesses, and campaigns to encourage visitors to come here and experience the best of what we offer are well timed.”

For more information please see the Minister’s release here: [Regional Tourism Boosts drive international growth](#)

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For more information, please contact TIA Communications Advisor Leah McNeil – [leah.mcneil@tia.org.nz](mailto:leah.mcneil@tia.org.nz) or (021) 045 1143.

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### KEY FACTS

- Tourism Industry Aotearoa (TIA) is Aotearoa New Zealand tourism’s peak industry body. We are the only independent association that represents all sectors of the country’s large and diverse tourism industry.
- TIA has about 1,200 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA leads implementation of the industry's [Tourism Sustainability Commitment](#), which aims to see every tourism business in Aotearoa New Zealand contributing positively to our people and cultures, our environment and our economy.
- TIA delivers a comprehensive and diverse range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and Tourism Summit Aotearoa.

Visit [www.tia.org.nz](http://www.tia.org.nz) for more information

### TOURISM INDUSTRY AOTEAROA

Inspire House, 125 Featherston St, Wellington 6011, New Zealand  
P +64 4 499 0104 [www.tia.org.nz](http://www.tia.org.nz) E [info@tia.org.nz](mailto:info@tia.org.nz)

